



The 2004 **Vermont Youth Tobacco Survey**

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TABLE OF CONTENTS

Executive Summary.....	3
Methods	6
Demographics	7
Prevalence and Use of Tobacco	8
Access to Tobacco	13
Cessation	16
Exposure to Tobacco Use	18
Attitudes and Beliefs towards Tobacco	20
Family and Community Messages about Tobacco.....	24
Media Messages about Tobacco.....	27
Appendix A – Data Tables	31
Appendix B – 2004 Vermont Youth Tobacco Survey Questionnaire.....	60

EXECUTIVE SUMMARY

The Vermont Department of Health, with cooperation from the Vermont Department of Education, conducted the 2004 VT Youth Tobacco Survey (YTS) in the winter of 2004 in randomly selected Vermont middle and high schools. Middle schools were defined as containing any of grades 6-8. High schools were defined as containing any of grades 9-12.

Prevalence and Use of Tobacco

- Over a third of students have ever tried smoking (38% of all students have ever tried; including 52% of high school vs. 21% middle school).
- Almost one in six smoked at least one day in the past 30 (15% overall, 22% of high school vs. 6% of middle school).
- Most smokers smoke 10 or fewer cigarettes a day (85%).
- Very few students smoked on school property at least one day in the past 30 (6%).
- Cigar smoking is the second most common form of tobacco used (25% have tried, 9% have used in past 30 days).
- Smokeless tobacco use is still a problem among youth (14% have tried, 5% have used in the past 30 days).
- Both cigar and smokeless tobacco use is higher among males than females (ever tried cigars – 32% males vs. 16% females, ever used smokeless tobacco – 20% males vs. 7% females).
- Most non smokers do not think they will try a cigarette soon (91%), smoke in the next year (75%) or be smoking in the next five years (75%).

Access to Tobacco Among Students Under Age 18

- The most common methods for obtaining cigarettes are to give someone else money (42%), borrow cigarettes from someone (27%) or a person age 18+ gave it to them (11%).
- The most common places to buy cigarettes are gas stations or convenience stores (27% each). Among high school students, 16% bought cigarettes in the last month, compared to 5% of middle school students.
- Borrowing is the most common way for underage students to obtain chewing tobacco (28%), followed by getting from a store (24%) or giving someone money to purchase (19%).

EXECUTIVE SUMMARY

Tobacco Cessation

- Over half of current smokers want to quit smoking (56%). High school smokers were about as likely as middle school smokers to want to quit smoking (57% vs. 50%).
- Half of current smokers have friends who urge them to quit (49% overall, 51% high school, 42% middle school). Most have tried to quit in the past 12 months (58% overall, 57% high school, 60% middle school).
- Over two-thirds of current smokers think they could quit now if they wanted to (70%); less than one student in five has participated in a program to help them quit tobacco use (16%). These proportions are the same for both middle and high school students.

Exposure to Tobacco Use

- Smoking is not allowed in two-thirds of students' homes (65%). However, two in five students live with at least one smoker (40%).
- Over half of students were NOT in the same room (53%) or car (59%) with a someone who was smoking during the past seven days.
- Almost two-thirds of students do not have any close friends who smoke (60%). This is more true among middle school students (76%) than high school students (49%).

Attitudes and Beliefs About Smoking

- The majority of students believe that smoking is addictive (72%) and that smoking for a year or two is not safe (57%). Most students are aware that tobacco is unhealthy, including secondhand smoke (79%), one to five cigarettes a day (71%) and smokeless tobacco (90%).
- Students believe that smoking does not make you look cool (74%). Four students in ten believe smokers do not have more friends (39%). Almost two-thirds believe that tobacco companies try to mislead young people (63%).
- Over a third of middle school students believe that a significant proportion of high schoolers currently smoke cigarettes (37%). This has dropped from a high of 62% of middle school students in 2000.
- A majority of students are aware that eight out of 10 Vermont teens do not smoke (65%).

EXECUTIVE SUMMARY

Family and Community Messages About Smoking

- Almost half of students are taught about the dangers of tobacco use in school (47%); half as many practice ways to say NO to tobacco (26%) or are taught that most people their own age do not smoke (22%). A quarter report that their school has special groups or classes for students who want to quit (27%).
- Middle school students are more likely than high school students to be taught the dangers of smoking (63% vs. 36%), to practice ways to say NO (41% vs. 15%), and be taught students their age do not smoke (32% vs. 15%). High school students are more likely than middle school students to report having special groups or classes to help with quitting (37% vs. 14%).
- Almost two-thirds of students have discussed the dangers of tobacco use with their parents in the past 12 months (63%). But, only 16% discuss the dangers of tobacco use often or very often with their parents.
- Very few students participated in community activities discouraging young people from smoking (13%).
- Less than one-third of students report that their physician has spoken to them about tobacco use (30%); half as many say their dentist did the same (17%).

Media Messages About Tobacco

- The Vermont specific advertising campaign on TV and other media reached most students. Three-quarters of students have seen the TV campaign (75%) and almost two-thirds have heard the radio campaign (62%) discussing why VT teens choose not to smoke.
- Almost nine out of ten students had seen the “Truth” anti-tobacco campaign in the past 30 days (88%). Four in 10 have seen ads talking about how Hollywood helps tobacco companies sell cigarettes (42%) and two-thirds of students who use the Internet have been exposed to tobacco advertising (68%).
- Students are aware of Hollywood’s portrayal of tobacco: eight in 10 notice actors using tobacco products most or some of the time (82%); half as many believe Hollywood should show less smoking (41%).
- Two out of three students indicate they most often see a positive image of smoking on TV or in the movies—that it is something most people do (27%) or that it looks cool (24%) or that it makes you a rebel (13%). One-third see negative messages most often, such as that smoking is harmful to health (28%) or makes one an outsider (8%).

METHODS

The Vermont Department of Health (VDH), with cooperation from the Vermont Department of Education, conducted the 2004 VT Youth Tobacco Survey (YTS) in the winter of 2004 in randomly selected Vermont middle and high schools. Middle schools were defined as containing any of grades 6-8. High schools were defined as containing any of grades 9-12.

Vermont used a 2 staged sampling design. 25 Vermont high schools and 50 Vermont middle schools were randomly selected from all middle and high schools in Vermont to participate in the 2004 VT YTS. VDH then selected random classes within these schools to participate in the survey. The number of random classes selected per school was dependent on the number of students in the school.

Response Rate:

Middle School: The school response rate was 80% (44 out of 50 schools). The student response rate was 87% (1,747 out of 2,003). The overall response rate was 70% ($0.80 \times 0.87 = 0.70$).

High School: The school response rate was 88% (22 out of 25 schools). The student response rate was 82% (1,439 out of 1762). The overall response rate was 72% ($0.88 \times 0.82 = 0.72$).

Weighting

The results were weighted by age and gender to ensure that the sample was representative of Vermont middle and high school children. This permits us to draw inferences about the entire middle and high school student population of Vermont based on the results of this sample.

Previous Vermont Youth Tobacco Surveys

Where applicable, we have included results from the 2000 and 2002 Vermont YTS for middle school. 2004 is the first year in which the response rate for VT high schools was sufficient for their inclusion.

DEMOGRAPHICS

A total of 3,186 students participated in the 2004 VT YTS. These students were weighted to represent 55,453 total students grades 6-12. Because of the small number of students in ethnic or racial groups (96% are White, Non-Hispanic), this data is not presented by race or ethnicity.

	GRADE							GENDER		SCHOOL		
	6	7	8	9	10	11	12	F	M	MS	HS	TOTAL*
Number of VT students surveyed	581	550	605	393	437	368	230	1,578	1,592	1,736	1,428	3,186
Weighted number of students	7,531	7,793	8,022	8,408	8,167	7,822	7,541	26,755	28,473	23,346	31,938	55,453
	AGE								SCHOOL			
	<13	13	14	15	16	17	18	19+	MS	HS	TOTAL*	
Number of VT students surveyed	830	608	517	406	421	271	125	7	1,736	1,428	3,186	
Weighted number of students	11,097	8,225	8,752	7,917	8,418	6,886	4,005	151	23,346	31,938	55,453	

*NOTE: Some students did not indicate their grade, gender or age. Totals by grade, gender or age do not equal the overall total.

PREVALENCE AND USE OF TOBACCO

Tobacco use is the single most preventable cause of death in the United States. Smoking is linked to increased risk of heart disease, chronic obstructive pulmonary disease, acute respiratory illness, stroke, and cancers of the lung, larynx, oral cavity, pharynx, pancreas and cervix. Cigarette smokers are also more likely to drink alcohol and use marijuana and cocaine.

Recognizing the importance of reducing youth smoking, the Healthy Vermonters goal is to reduce youth smoking to 16% by 2010. According to the Vermont Youth Risk Behavior Survey (VT YRBS), current smoking (smoked on at least one day in past 30) for grades 8 – 12 has dropped from a high of 38% in 1995 to 16% in 2005. This meets the Healthy Vermonters 2010 goal of cutting smoking prevalence for Vermont's youth population.

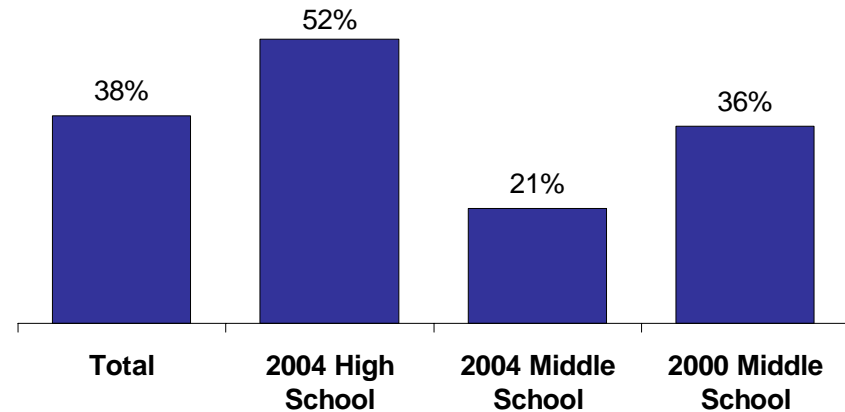
Despite success in reducing Vermont youth smoking, many Vermont youth still continue to use tobacco. This section assesses students use of tobacco. The following are the questions from the 2004 VT YTS that address the prevalence of tobacco use:

- Have you ever tried cigarette smoking, even one or two puffs?
- How old were you when you smoked a whole cigarette for the first time?
- About how many cigarettes have you smoked in your entire life?
- Have you ever smoked cigarettes daily, that is, at least one cigarette every day for 30 days?
- During the past 30 days, on how many days did you smoke cigarettes?
- During the past 30 days, on the days you smoked, how many cigarettes did you smoke per day?
- During the past 30 days, what brand of cigarettes did you usually smoke?
- During the past 30 days, on how many days did you smoke cigarettes on school property?
- When was the last time you smoked a cigarette, even one or two puffs?
- Have you ever used chewing tobacco, snuff, or dip, such as Redman, Skoal, or Copenhagen?
- During the past 30 days, on how many days did you use chewing tobacco, snuff, or dip?
- During the past 30 days, how did you usually get your own chewing tobacco, snuff, or dip?
- Have you ever tried smoking cigars, cigarillos, or little cigars, even one or two puffs?
- During the past 30 days, on how many days did you smoke cigars, cigarillos, or little cigars?
- Do you think that you will try a cigarette soon?
- Do you think you will smoke a cigarette at anytime during the next year?
- Do you think you will be smoking cigarettes 5 years from now?

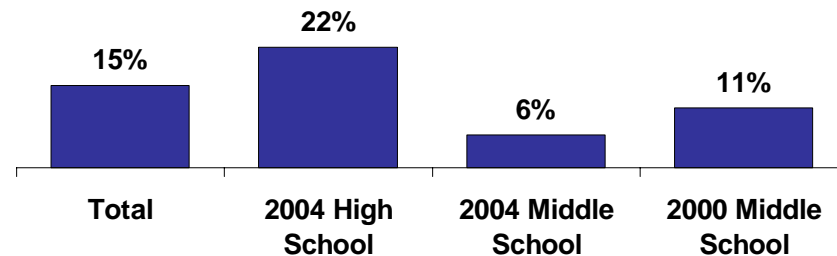
PREVALENCE AND USE OF TOBACCO

- **Over one-third of students have ever tried cigarettes (38%).** High school students are more than twice as likely as middle school students to have tried cigarettes (52% vs. 21%). Compared to 2000, middle school students are less likely to have ever tried cigarettes (36% in 2000 to 21% in 2004).
- **Almost one-third have smoked at least 100 cigarettes in their lifetime (31%).** High school students are over two times more likely than middle school students to have smoked 100 cigarettes (35% vs. 16%).
- **One student in eight has smoked daily at some point (13%).** High school students are almost five times more likely to have smoked daily as middle school students (19% vs. 4%). The percent of middle school students who have ever smoked daily has dropped from 8% in 2002 to 4% in 2004.
- **Overall, 15% of students have smoked in the past 30 days.** High school students are nearly four times more likely than middle school students to be current smokers (22% vs. 6%). Among middle school students, the number of current smokers has dropped by half, from 11% in 2000 to 6% in 2004.

Students Who Have Ever Tried Cigarettes



Students Who Smoked in Past 30 Days



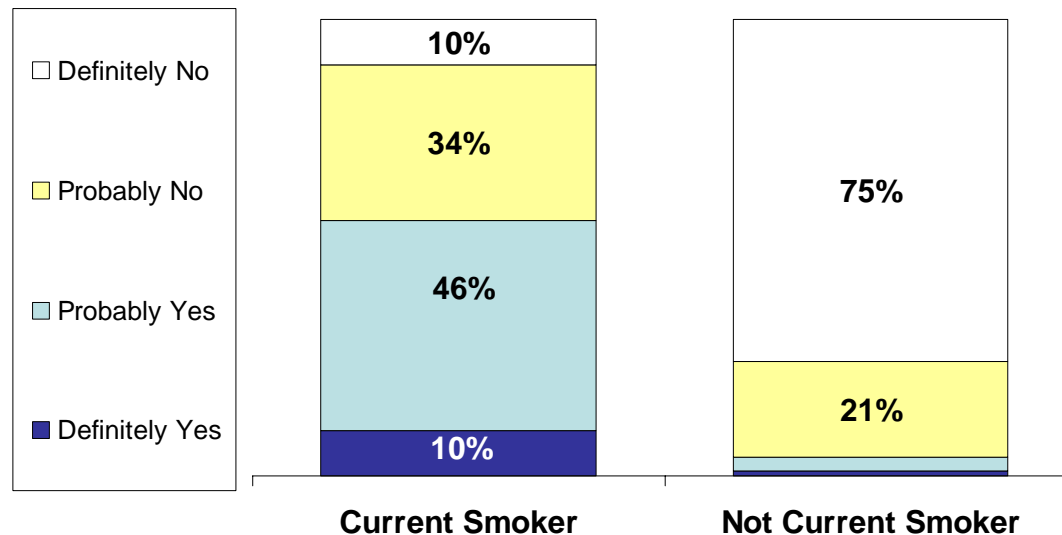
PREVALENCE AND USE OF TOBACCO

- **Very few students are frequent smokers (smoked on 20 or more days in past 30 days: 8% overall).** High school students are six times more likely to be frequent smokers as middle school students (13% vs. 2%). Almost half of students who have smoked a whole cigarette started before the age of 13 (49%).
- **Most students who currently smoke cigarettes (smoked at least one day in the past 30) smoke five or fewer cigarettes per day (68%).** About half of those smoke one or fewer cigarettes per day (29%).
- **Marlboro is the most popular brand of cigarettes smoked (52%).** Camel is the next most often named brand (13%), with another 12% indicating “no usual brand”.
- **Overall, very few students smoked on school property in the past 30 days (6%).** However, one-third of students who are smokers report smoking on school property recently (38%).
- **Among students who have previously smoked cigarettes, one in five smoked their last cigarette earlier in the day they were surveyed (22%).** Another third had not smoked a cigarette in at least a year (32%). High school students are more likely than middle school students to have smoked on the day surveyed (25% vs. 9%).

PREVALENCE AND USE OF TOBACCO

- **Among all students who have never tried a cigarette, only 9% think they will try a cigarette soon.** More students in high school believe this than in middle school (11% vs. 6%).
- **Two-thirds of all students believe they will definitely NOT smoke a cigarette at any time during the next year or be smoking in five years (64% each).** Middle schools students are more likely to say they definitely will not smoke in the next year than high school students (75% vs. 55%). Since 2000, more middle school students believe that they will definitely not smoke in the next year (62% in 2000, 75% in 2004) or be smoking in five years (60% in 2000, 70% in 2004).
- **Current smokers are more likely to indicate they will smoke in the next year (61% vs. 1% definitely yes).** They are also more likely to indicate they will still be smoking in five years – 56% indicate they definitely (10%) or probably (46%) will still be smoking; as compared to just 4% of non-smoking students (1% definitely smoking in five years, 3% probably). Only 10% of current smokers believe they definitely will not still be smoking in five years.

Will You Be Smoking In Five Years



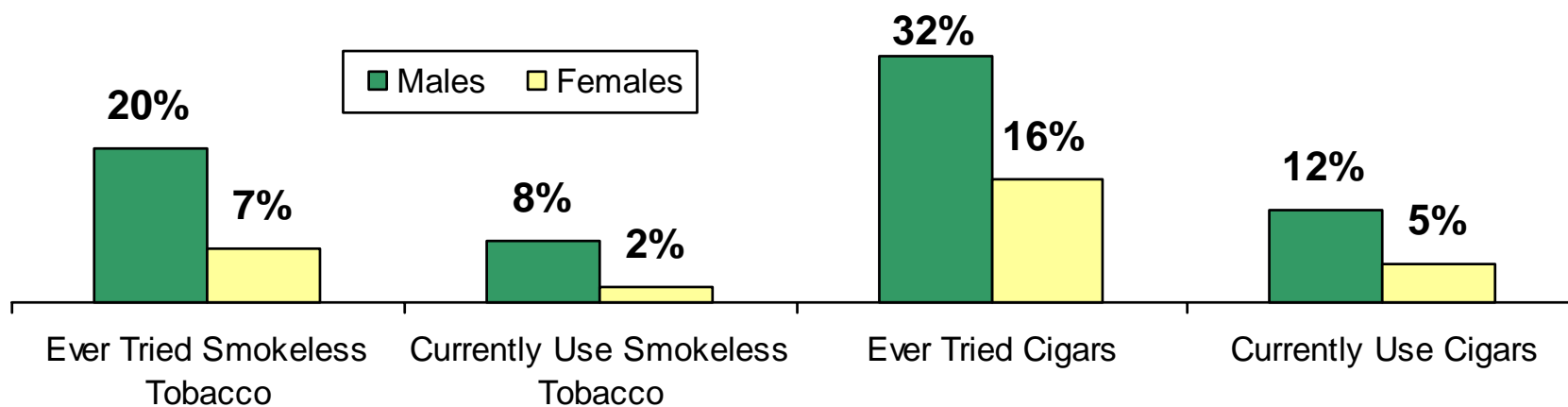
PREVALENCE AND USE OF TOBACCO

Smokeless Tobacco

- **Overall, 14% of students reported having tried smokeless tobacco.** High school students are twice as likely to have tried smokeless tobacco than middle school students (18% vs. 8%). Approximately one student in 20 reports using smokeless tobacco at least once in the past 30 days (5%).
- **Male students are three times more likely to have reported trying smokeless tobacco (20% males vs. 7% females) and four times more likely to have used smokeless tobacco in the past 30 days (8% males vs. 2% females).**

Cigar Smoking

- **A quarter of students have tried cigars (25%).** Like smokeless tobacco, high school students are more likely to have tried cigars than middle school students (33% vs. 14%). The percent of middle school students who have ever tried a cigar is down from 20% in 2000 to 14% in 2004. Almost one in 10 students had smoked a cigar in the past 30 days. High school students are three times as likely to have smoked a cigar in the past 30 days (12% vs. 4%).
- **Male students are twice as likely to have reported trying cigars (32% males vs. 16% females) and to have smoked a cigar in the past 30 days (12% males vs. 5% females).**



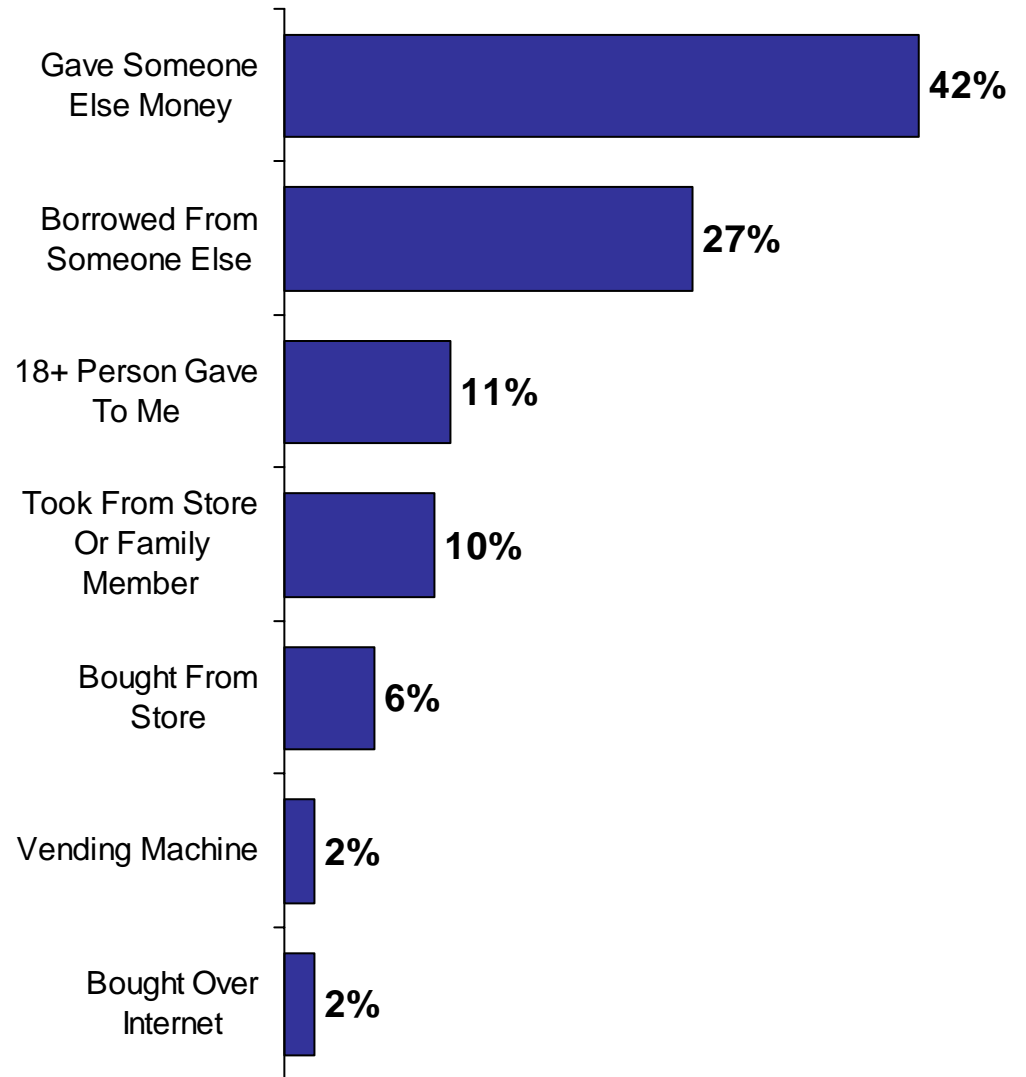
ACCESS TO TOBACCO

Students under the age of 18 are not legally allowed to purchase tobacco products. Despite this, underage students are able to obtain these products. The VT YTS includes the following questions to ascertain how students under 18 are able to obtain tobacco products:

- During the past 30 days, how did you usually get your own cigarettes?
- During the past 30 days, where did you buy the last pack of cigarettes you bought?
- When you bought or tried to buy cigarettes in a store during the past 30 days, were you ever asked to show proof of age?
- During the past 30 days, did anyone ever refuse to sell you cigarettes because of your age?
- During the past 30 days, how did you usually get your own chewing tobacco, snuff, or dip?

ACCESS TO TOBACCO

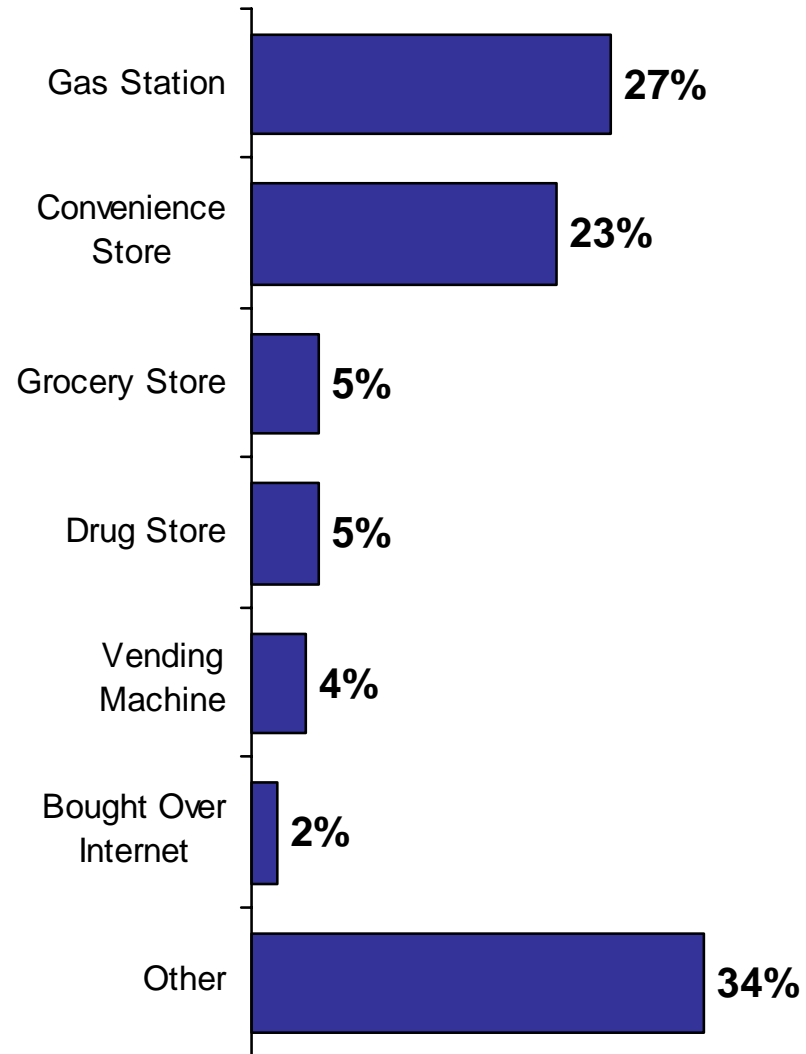
- **The most common way for underage students to obtain cigarettes is to give someone else money (42%).** The next most common ways to obtain cigarettes are to borrow from someone else (27%), or an older person gave cigarettes to the student (11%). Only about one student in 10 listed buying cigarettes, either from a store, vending machine, or on the Internet as the most common way to obtain cigarettes.
- **High school students are more likely to give someone else money (45% vs. 32%).** Middle school students are more likely to borrow cigarettes from someone else (38% vs. 24%).
- **Male students are more likely to buy cigarettes from a store (11% males vs. 2% females) or steal them (13% males vs. 6% females).** Females are more likely to give someone else money (47% females vs. 37% males), borrow cigarettes (30% females vs. 24% males), or have an older person give them cigarettes (15% females vs. 8% males).



**Note: Among students <18 who have obtained cigarettes in the last 30 days*

ACCESS TO TOBACCO

- **More than one student in ten bought cigarettes in the past 30 days (12%).** High school students are more likely to buy cigarettes than middle school students (18% vs. 5%).
- **Gas stations and convenience stores are the most common places students buy cigarettes (27% and 23% respectively).** A third of students list “other” as the place where they last bought cigarettes.
- **Borrowing chewing tobacco is the most common way to obtain it (28%).** The other common ways to obtain chewing tobacco are to get it from a store (24%), or give money to someone else to buy it (19%).
- **A higher proportion of students who use chewing tobacco buy it from a store than those who buy cigarettes (24% vs. 6%).**



**Note: Among students <18 who have obtained cigarettes in the last 30 days*

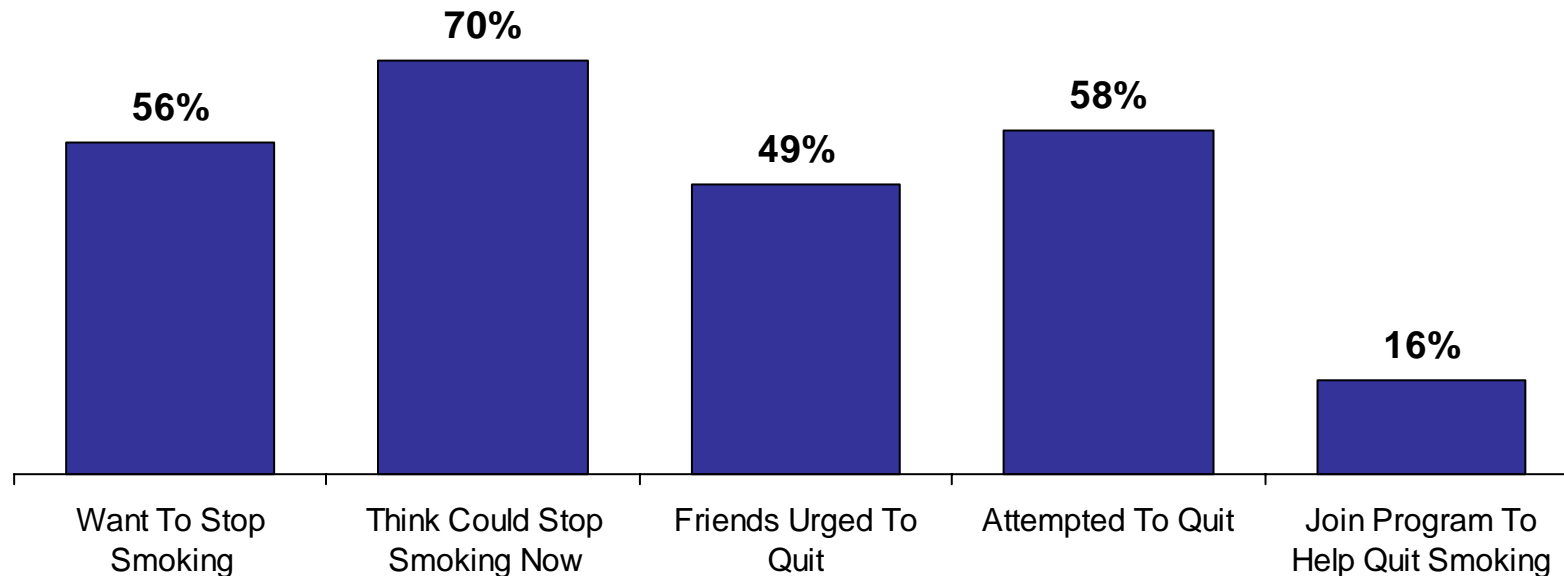
TOBACCO CESSATION

According to the 2005 VT YRBS, over half of current smokers in middle and high school tried to quit smoking. But, most cessation resources and medications, both prescription and over the counter, are not available for smokers under age 18. These questions look at how many current smokers under aged 18 would like to quit, have tried to quit and what methods they have used.

- Do you want to stop smoking cigarettes?
- Have any of your friends or classmates urged you to quit smoking cigarettes?
- During the past 12 months, did you ever try to quit smoking cigarettes?
- How many times during the past 12 months have you stopped smoking for one day or longer because you were trying to quit smoking?
- When you last tried to quit, how long did you stay off cigarettes?
- Have you used an over the counter nicotine product like the Nicotine patch or Nicotine gum to help you quit smoking?
- Do you think you would be able to quit smoking cigarettes now if you wanted to?
- Have you ever participated in a program to help you quit using tobacco?

TOBACCO CESSATION

- **Most students who smoke want to stop smoking.** Over half the students who are current smokers say they want to stop smoking (56%). Half of students who smoke have friends or classmates who have urged them to quit (49%). Over half of students who smoke did attempt to quit smoking in the previous 12 months (58%). Among students who have ever attempted to quit, a third stayed quit for at least six months (32%).
- **Most students who smoke think they could stop smoking if they wanted to quit.** Almost three-quarters of all students think they could stop smoking now if they wanted to (70%). Few students who smoke sought out help to quit -- only 16% participated in a program to help quit smoking. One in 10 used an over-the-counter (OTC) nicotine patch or gum to help with quitting smoking (10%). These results are to be expected, as younger smokers are less likely to seek help, OTC nicotine replacement therapy is not sold to minors, and most services for quitting are for adults only.



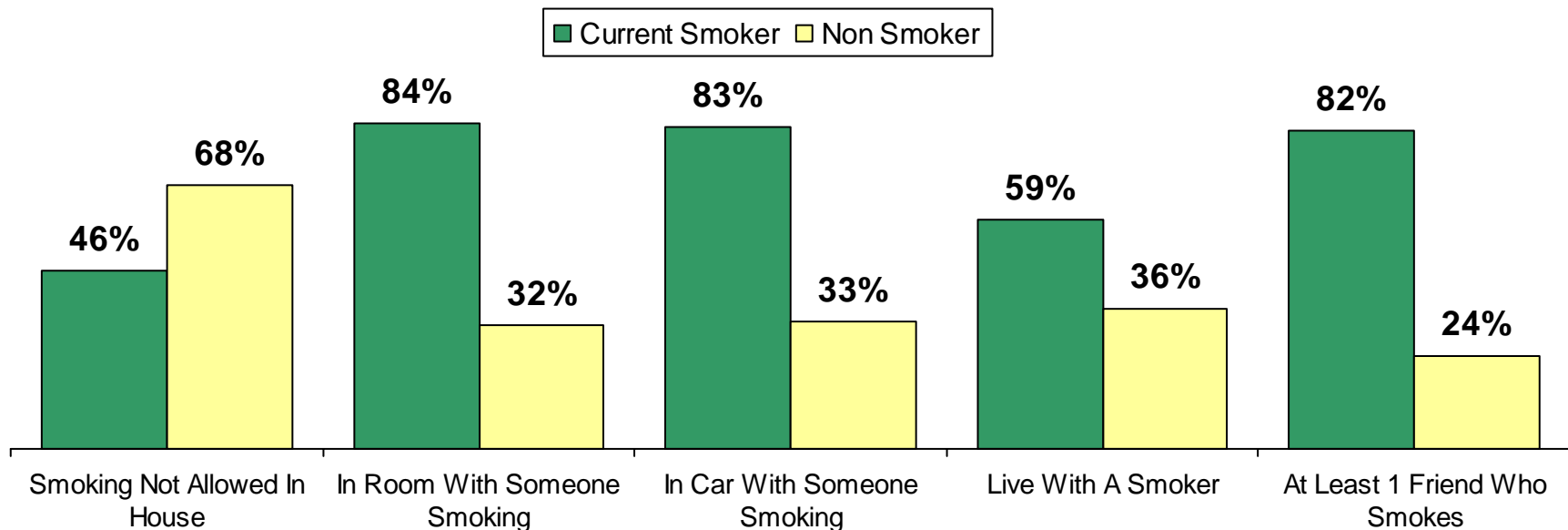
EXPOSURE TO TOBACCO USE

Second hand smoke can cause potentially serious illness in young people. This is why the Vermont Tobacco Control Program has launched initiatives such as “Take it outside” and “Smoke-free zones” to limit secondhand smoke exposure. The following questions are related to secondhand smoke and tobacco exposure among middle and high school students:

- Which statement best describes the rules about smoking inside your home?
- During the past 7 days, on how many days were you in the same room with someone who was smoking cigarettes?
- During the past 7 days, on how many days did you ride in a car with someone who was smoking cigarettes?
- Does anyone who lives with you now smoke cigarettes?
- Does anyone who lives with you now use chewing tobacco, snuff, or dip?
- How many of your four closest friends smoke cigarettes?
- How many of your four closest friends use chewing tobacco, snuff, or dip?

EXPOSURE TO TOBACCO USE

- **Almost two-thirds of households with middle or high school students do not allow smoking in the home (65%).** However, second hand smoke is still a concern. Half of students were in the same room with someone smoking at least one day in the past seven (47%) - one in six was exposed all seven days (17%). More than four students in 10 report riding in a car with someone who was smoking in the past seven days (41%). Four students in 10 live with someone who smokes (40%). A third have at least one close friends who smokes (34%).
- **Current smokers are more likely to be around smoking behaviors.** Current smokers are more likely to live in a house that allows smoking, to have been in the same room or car with a smoker and to have at least one friend who smokes (see graph).
- **Among all students, 11% live with someone who uses chewing tobacco.** One in five have at least one friend who uses chewing tobacco (22%).



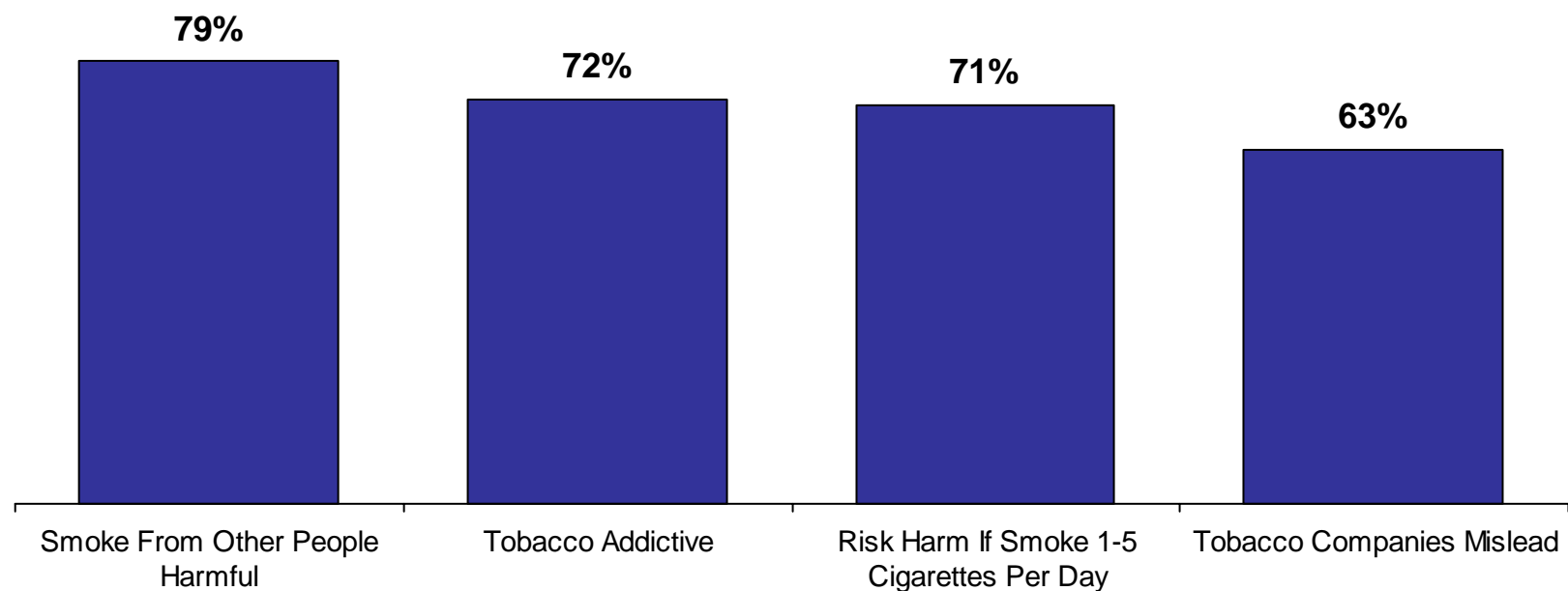
ATTITUDES AND BELIEFS ABOUT SMOKING

What young people believe about smoking could make them more or less likely to use tobacco in the future. The following questions ask about what the beliefs are about smoking and young people who smoke:

- If one of your best friends offered you a cigarette, would you smoke it?
- Do you think people can get addicted to using tobacco just like they can get addicted to using cocaine or heroin?
- Do you think young people who smoke cigarettes have more friends?
- Do you think smoking cigarettes makes young people look cool or fit in?
- Do you believe cigarette smoking helps people relax?
- Do you think young people risk harming themselves if they smoke from 1 - 5 cigarettes per day?
- Do you believe that light (low-tar) cigarettes are less risky than regular (full-flavor) cigarettes?
- Did you know that cigarettes contain arsenic, benzene, ammonia, radioactive polonium, cyanide, and other chemicals?
- Do you think tobacco companies have tried to mislead young people to buy their products?
- Do young people risk harming themselves if they use smokeless tobacco?
- Do you think it is safe to smoke for only a year or two, as long as you quit after that?
- Out of 100 Vermont high school students, how many do you think smoke cigarettes?
- If yes, please choose the correct response: out of 10 Vermont teens, how many choose not to smoke cigarettes.
- Do you think the smoke from other peoples' cigarettes is harmful to you?

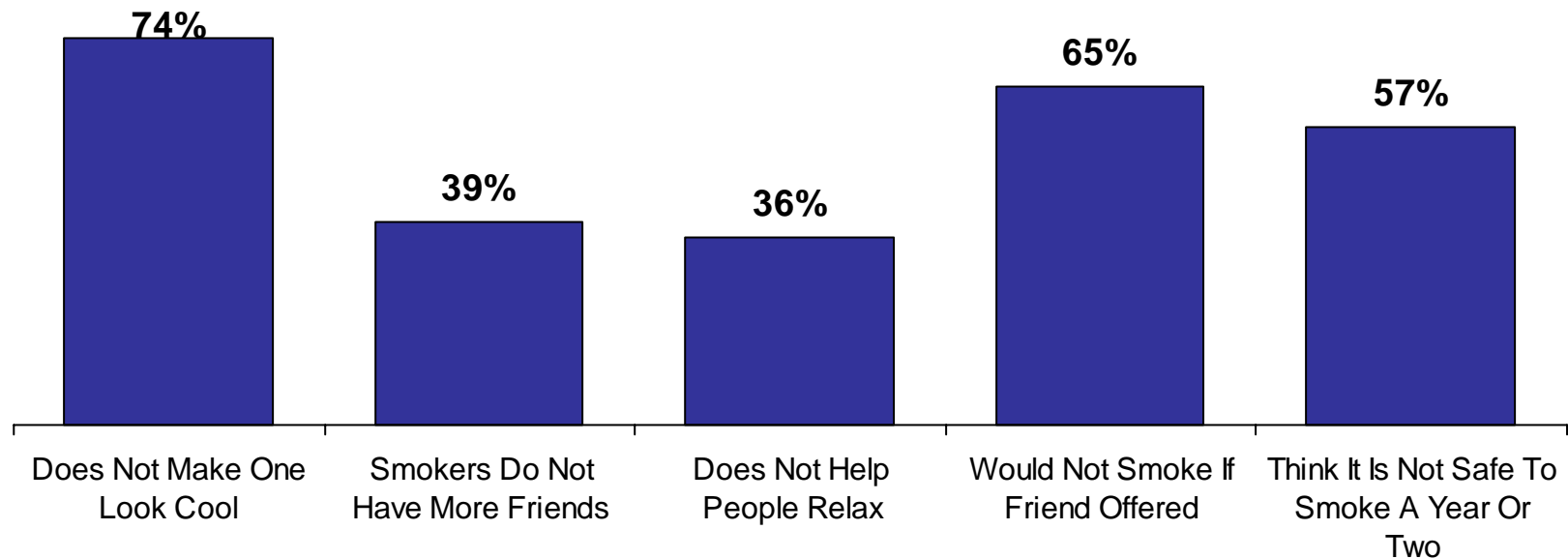
ATTITUDES AND BELIEFS ABOUT SMOKING

- **Students are aware that tobacco use is harmful.** Nearly four out of five students know that second hand smoke is potentially harmful (79%). Just slightly fewer know that smoking is addictive (72%) or that one to five cigarettes a day can be harmful (71%). Close to two-thirds believe tobacco companies mislead young people into buying their product.
- **The vast majority also know that cigarettes contain harmful chemicals (71%), that low tar cigarettes are NOT less harmful than regular cigarettes (80%), and that young people risk harm using smokeless tobacco (90%).**



ATTITUDES AND BELIEFS ABOUT SMOKING

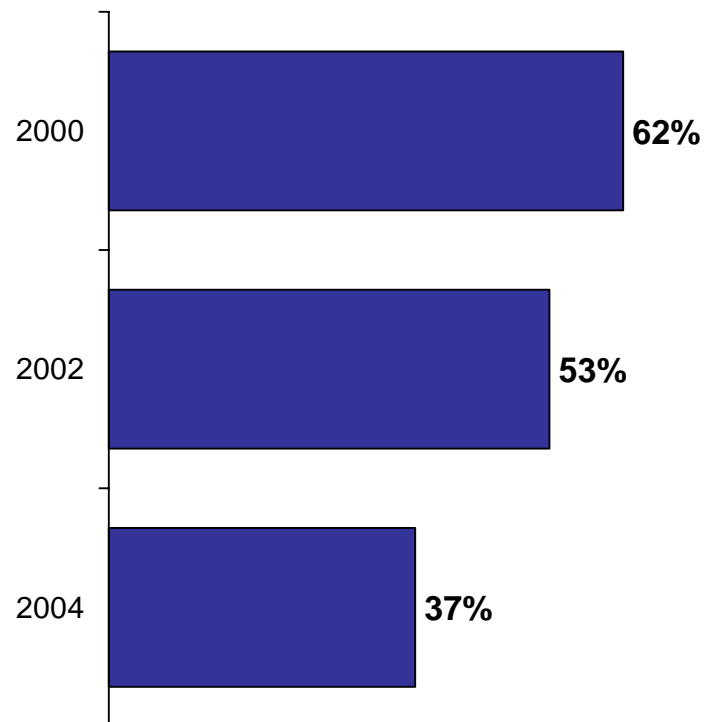
- **Students are aware of misleading images of smoking.** Three-quarters of students believe that smoking does not make someone look cool. Just more than one-third do not believe that smokers have more friends (39%) or that smoking helps people relax (36%). Current smokers are much more likely to believe smoking helps people relax (50% vs. 7% of non smokers).
- **Most students definitely would not smoke a cigarette offered by a friend (65%).** Not surprisingly, current smokers are much more likely to say yes (53% vs. 2% of non smokers).
- **Finally, most students know it is not safe to smoke for a short period of time (57%).**



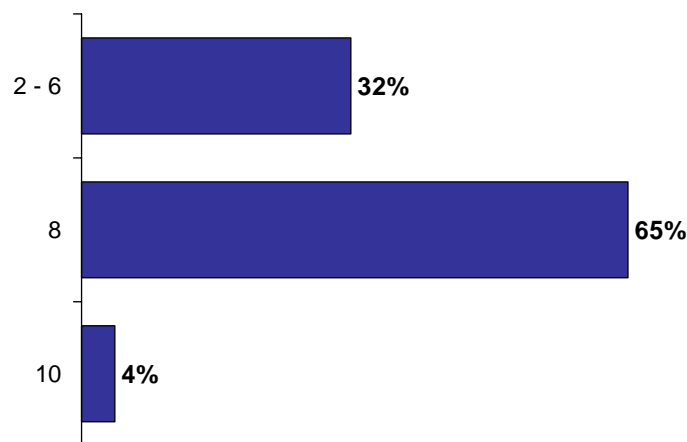
ATTITUDES AND BELIEFS ABOUT SMOKING

- Since 2000, middle school students have become more aware of how few high school students are **actually smoking**. In 2000, 62% of middle school students believed that at least 41% of high school students smoked. In 2004 only 37% believed that.

Proportion Who Believe 41% Or More Of High School Students Smoke



- When asked for every 10 VT teens, how many smoke, two-thirds of students believe that 8 out of 10 Vermont teens did NOT smoke cigarettes (65%).



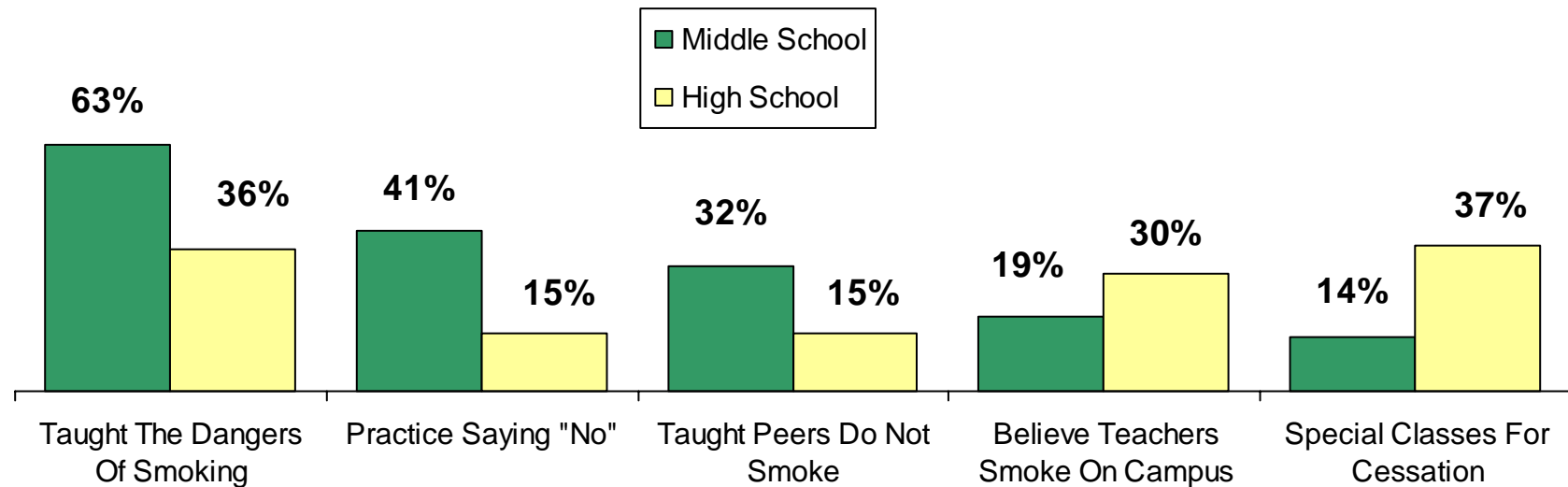
FAMILY AND COMMUNITY MESSAGES ABOUT TOBACCO

What a young person learns about smoking from family and the larger community could impact their feelings about tobacco use. The following questions concern family and community messages about tobacco:

- In the past 12 months, how often have your parents or guardians discussed the dangers of tobacco use with you?
- During this school year, were you taught in any of your classes about the dangers of tobacco use?
- During this school year, did you practice ways to say NO to tobacco in any of your classes (for example by role-playing)?
- During this school year, were you taught in any of your classes that most people your age do not smoke cigarettes?
- Does your school have any special groups or classes for students who want to quit using tobacco?
- In the past 12 months, has a doctor or someone in a doctor's office talked to you about the danger of tobacco use?
- In the past 12 months, has a dentist or someone in a dentist's office talked to you about the danger of tobacco use?
- During the past 12 months, have you participated in any community activities to discourage people your age from using cigarettes, chewing tobacco, snuff, dip, or cigars?

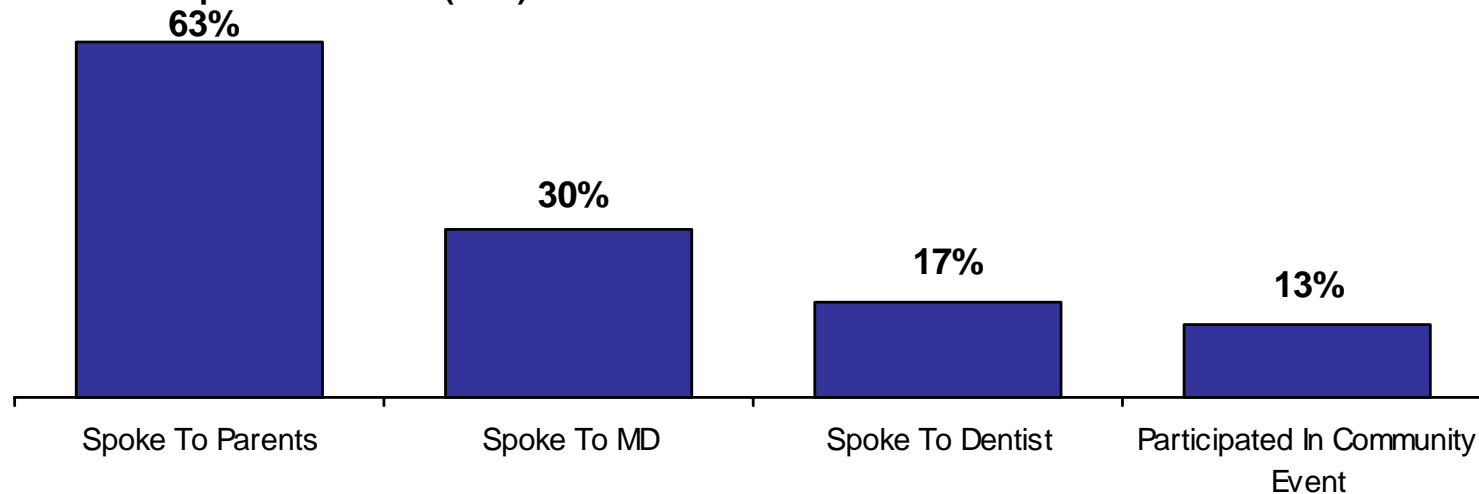
FAMILY AND COMMUNITY MESSAGES ABOUT TOBACCO

- **Almost half of students are taught the about the dangers of smoking in school (47%).** About a quarter of the students practice ways to say NO to tobacco (26%) or are taught that most students do not smoke (22%). A quarter believe that teachers or other school employees smoke on the school campus (25%) or think their school has special groups or classes for students who want to quit tobacco (27%).
- **Middle school students are much more likely to report being taught about tobacco than high school students.** Nearly twice as many middle school students report being taught about the dangers of smoking (63% vs. 36%). Close to three times as many middle school students report practicing ways to say NO to tobacco (41% vs. 15%). Twice as many middle school students are taught that most students don't smoke (32% vs. 15%).
- **High school students are more likely to believe faculty smoke on campus (30% vs. 19%) and that their school offers cessation classes (37% vs. 14%).**



FAMILY AND COMMUNITY MESSAGES ABOUT TOBACCO

- **Almost two-thirds of students have spoken to their parents or guardians about the dangers of tobacco use in the past 12 months (63%).** Only 16% have spoken often or very often. High school students are more likely to report NOT having spoken about the dangers of tobacco use than middle school students (41% vs. 31%).
- **Close to one-third of students who visited a doctor in the past 12 months reported that either the doctor or someone in the doctor's office spoke to them about the danger of tobacco use (30%).** MDs are more likely to discuss the dangers with high school students than middle school students (35% vs. 25%).
- **Less than one student in five who visited a dentist in the past 12 months reported that either the dentist or someone in the dentist's office spoke to them about the danger of tobacco use (17%).** Current smokers are almost twice as likely to have a dentist discuss smoking than non smokers (29% vs. 15%).
- **Very few students have participated in a community activity discouraging young people from using tobacco in the past 12 months (13%).**



MEDIA MESSAGES ABOUT TOBACCO

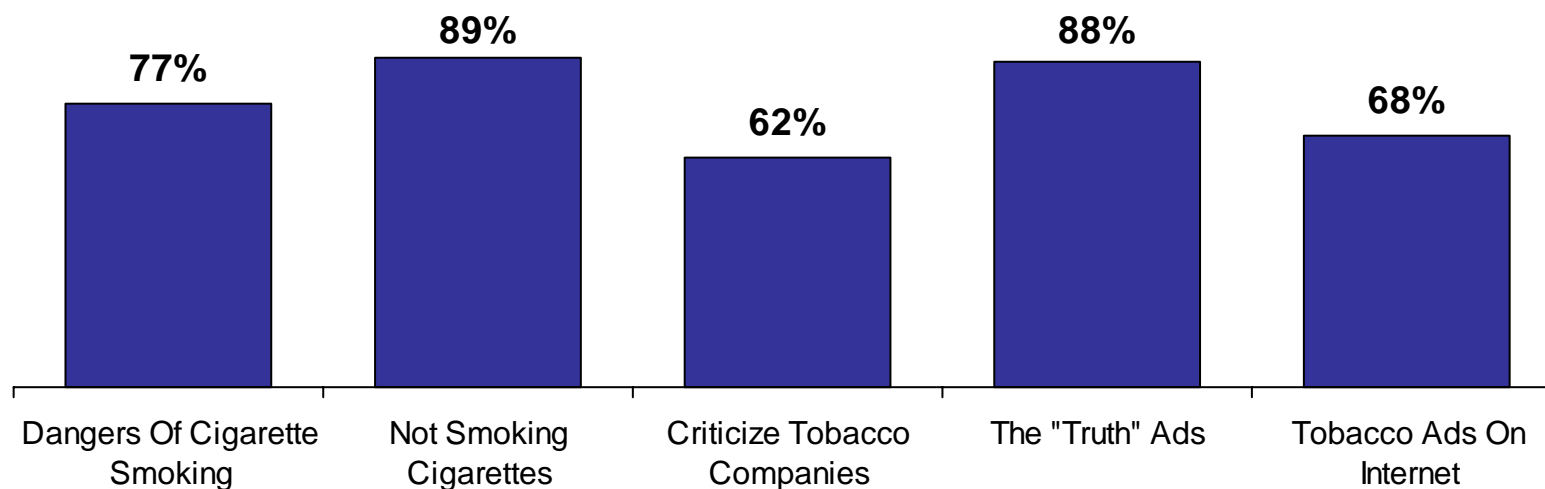
Both Vermont and national organizations have used media messages on TV, radio and the internet to try to discourage tobacco use among young people. The following questions ask about which of these media messages young people have been exposed to:

- Have you seen any television ads showing real Vermont teens talking about reasons they don't smoke cigarettes?
- Have you heard any radio ads with real Vermont teens talking about reasons they don't smoke cigarettes?
- Have you seen any television ads or heard any radio ads that talked about how many teens in Vermont choose NOT to smoke?
- Have you seen any television or movie ads talking about how Hollywood helps tobacco companies sell cigarettes?
- Do you think Hollywood should change how much smoking is shown in movies?
- During the past 30 days, have you seen or heard commercials on TV, the Internet, or on the radio about the dangers of cigarette smoking?
- During the past 30 days, how many commercials have you seen on TV about NOT smoking cigarettes?
- During the past 30 days, have you seen or heard commercials {or "messages"} on TV, the Internet, or on the radio that criticize the tobacco companies?
- During the past 30 days, how often have you seen "truth" anti-tobacco ads on TV?
- When you watch TV or go to movies, how often do you see actors using tobacco?
- When you watch TV or go to movies and have seen actors using tobacco, what is the message that you see portrayed most often?
- When you watch TV, how often do you see athletes using tobacco?
- When you are using the Internet, how often do you see ads for tobacco products?

MEDIA MESSAGES ABOUT TOBACCO

National Anti-Tobacco Media Messages

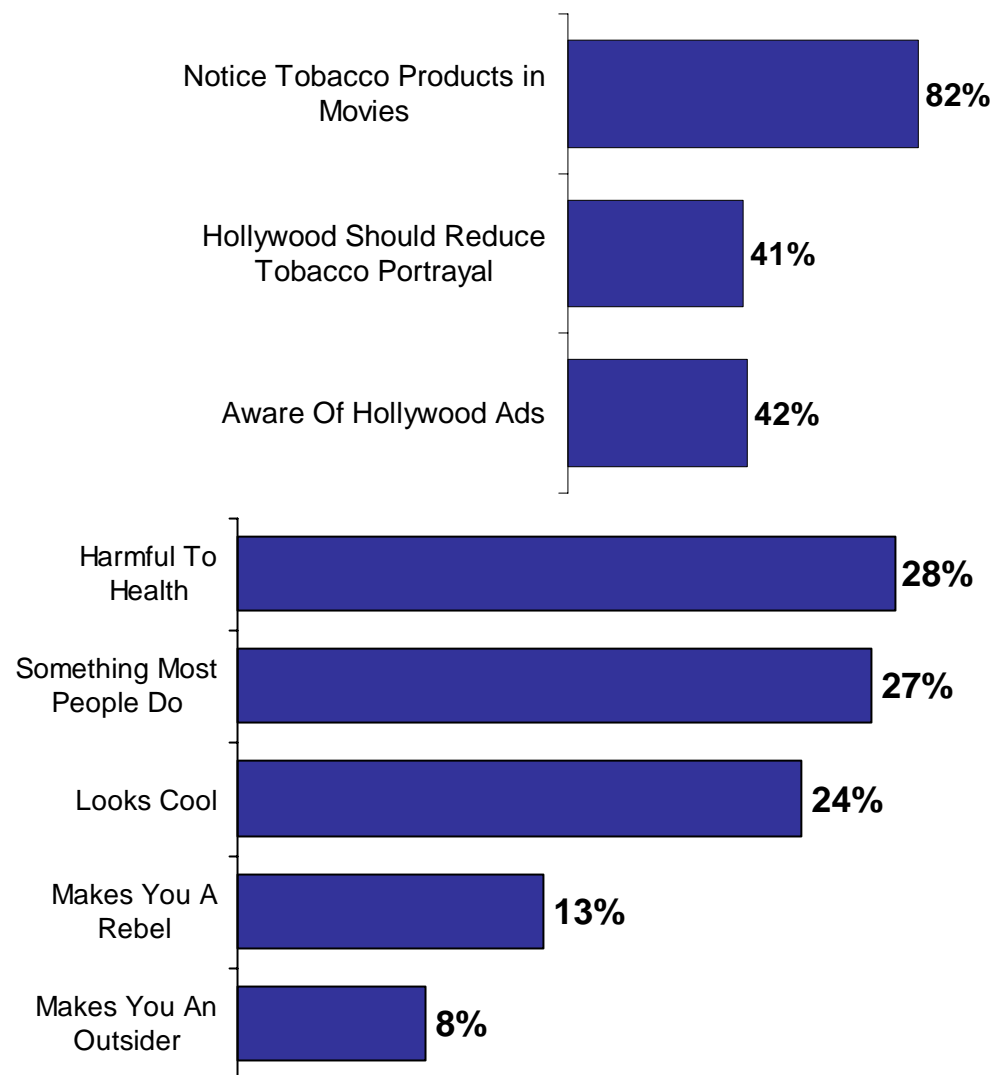
- **Most students read or see commercials on TV, the Internet or radio about the dangers of smoking (77%).** Among those students who watch TV, most have seen a commercial about NOT smoking cigarettes (89%); one-third have seen “a lot” of such commercials in the past 30 days (35%).
- **Almost two-thirds of students see or hear commercials on TV, the Internet or the radio that criticize the tobacco companies (62%).** Most Vermont students specifically report having seen the “Truth” anti-tobacco ads (88%), with close to a quarter seeing it “all the time” (26%).
- **Two-thirds of students who use the Internet are exposed to tobacco advertising (68%).** Though less than 10% are exposed “most of the time” (8%).



MEDIA MESSAGES ABOUT TOBACCO

Hollywood's Use Of Tobacco

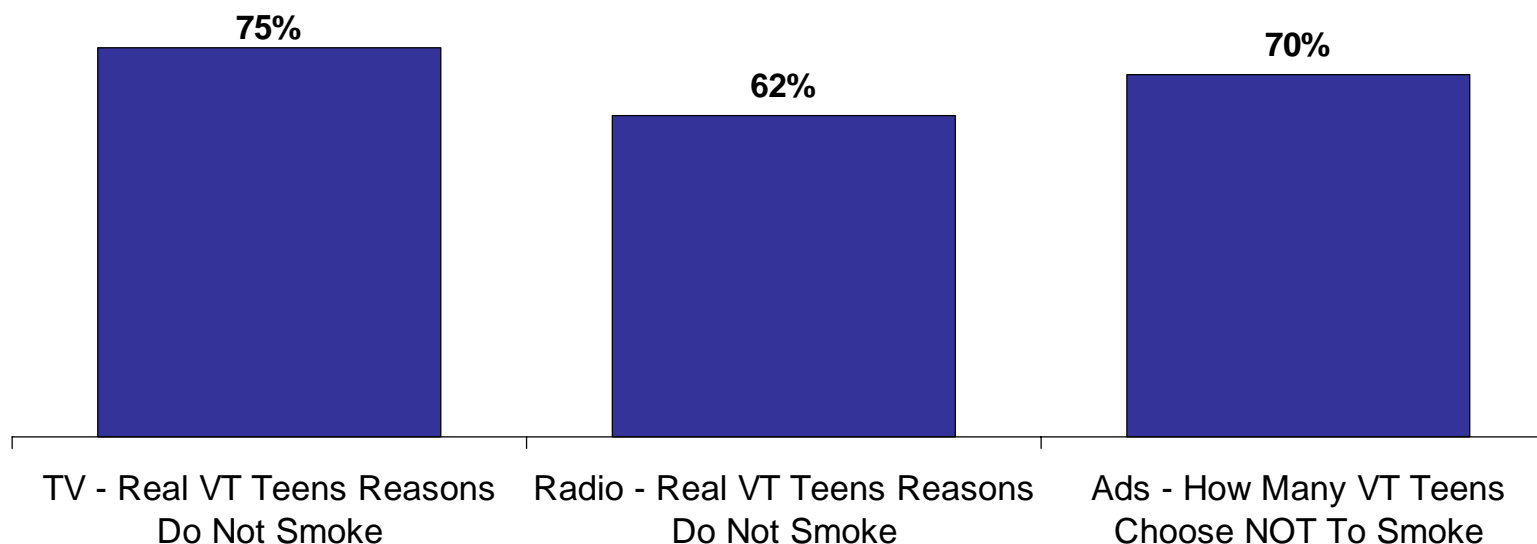
- The “Butts of Hollywood” campaign, designed to inform students of Hollywood’s use of tobacco products, made students more aware of smoking on TV and in the movies. Eight students in 10 notice actors using tobacco products in movies or on TV most or some of the time (82%). Four out of 10 believe that Hollywood should reduce how much smoking was portrayed (41%), and have seen ads talking about how Hollywood helps tobacco companies sell cigarettes (42%).
- Only one-third of students feel that movies and TV most often portray smoking negatively (36%). This includes 28% who feel smoking is portrayed as “harmful to health” and 8% who say it is portrayed as making you an “outsider”. Two-thirds think that Hollywood most often portrays smoking in a positive light, such as it being something most people do (27%), something that looks cool (24%) or something that makes you a rebel (13%).



MEDIA MESSAGES ABOUT TOBACCO

Vermont Specific Anti-Tobacco Media Messages

- **Three-quarters of students have seen television ads about real Vermont teens discussing why they do not smoke (75%) and two-thirds have heard the radio ads (62%).** Female students report hearing radio ads more than male students (69% vs. 56%).
- **Seven students in 10 have seen or heard television or radio ads that talk about how many teens in Vermont choose not to smoke (70%).**



APPENDIX A

DATA TABLES*

*** Previous Vermont Youth Tobacco Surveys**

Where applicable, we have included results from the 2000 and 2002 Vermont YTS for middle school. 2004 is the first year in which the response rate for VT high schools was sufficient for their inclusion.

PREVALENCE AND USE TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	2004 High School	2004 Middle School	2000	2002
Have you ever tried cigarette smoking, even one or two puffs? (n=3,015)														
Tried Smoking	38%	38%	39%	9%	22%	31%	40%	46%	58%	65%	52%	21%	36%	31%
How old were you when you smoked a whole cigarette for the first time? (only those that have smoked a whole cigarette, n=782)														
8 or younger	12%	9%	14%	-	27%	15%	17%	4%	10%	7%	9%	22%	17%	19%
9 or 10 years old	12%	12%	13%	-	25%	16%	11%	13%	10%	8%	10%	21%	21%	22%
11 or 12 years old	26%	27%	24%	-	39%	36%	30%	21%	23%	20%	23%	37%	46%	42%
13 or 14 years old	29%	31%	28%	-	9%	32%	38%	41%	31%	21%	31%	26%	15%	17%
15 or 16 years old	19%	19%	19%	-	-	-	4%	21%	25%	35%	23%	-	-	-
17 years old	2%	3%	2%	-	-	-	-	0%	0%	10%	3%	-	-	-

* "n/a" = not available, "-" = insufficient sample size

PREVALENCE AND USE TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	2004 High School	2004 Middle School	2000	2002
About how many cigarettes have you smoked <u>in your entire life</u>? (only those that have smoked previously, n=952)														
1 or more puffs	18%	20%	16%	51%	37%	26%	19%	12%	12%	13%	14%	33%	32%	35%
1 cigarette	7%	6%	8%	11%	11%	12%	10%	7%	6%	3%	6%	12%	8%	7%
2 to 15 cigarettes	24%	27%	22%	19%	25%	27%	27%	27%	22%	22%	24%	25%	27%	27%
16 to 25 cigarettes	7%	6%	8%	6%	7%	7%	5%	5%	6%	10%	7%	7%	8%	5%
25 to 99 cigarettes	13%	12%	13%	6%	6%	8%	15%	15%	11%	16%	14%	7%	10%	8%
100+ cigarettes	31%	29%	33%	8%	13%	19%	24%	34%	42%	36%	35%	16%	15%	15%
Have you ever smoked cigarettes daily, that is, at least one cigarette every day for 30 days? (N=3,090)														
Smoked daily	13%	13%	12%	1%	4%	8%	12%	18%	23%	25%	19%	4%	7%	8%
During the past 30 days, on how many days did you smoke cigarettes? (N=3,098)														
0 days	85%	84%	85%	99%	94%	90%	85%	77%	73%	74%	78%	94%	89%	91%
1 or more days	15%	16%	15%	1%	6%	10%	15%	23%	27%	26%	22%	6%	11%	9%
20 or more days	8%	7%	9%	0%	2%	3%	7%	11%	17%	15%	13%	2%	3%	3%

* "n/a" = not available, "-" = insufficient sample size

PREVALENCE AND USE TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	2004 High School	2004 Middle School	2000	2002
During the past 30 days, on the days you smoked, how many cigarettes did you smoke per day? (only those that have smoked past 30 days, n=390)														
< 1 cigarette per day	13%	14%	12%	43%	28%	17%	12%	16%	9%	7%	11%	22%	28%	27%
1 cigarette per day	16%	16%	17%	15%	32%	23%	17%	19%	4%	19%	14%	26%	21%	17%
2 to 5 cigarettes	38%	38%	37%	23%	23%	47%	38%	35%	47%	33%	38%	37%	30%	30%
6 to 10 cigarettes	18%	20%	16%	0%	9%	5%	29%	17%	23%	16%	20%	7%	11%	12%
11 to 20 cigarettes	10%	9%	12%	0%	7%	5%	4%	9%	13%	16%	11%	6%	7%	6%
> 20 cigarettes	4%	3%	5%	20%	0%	3%	0%	3%	4%	9%	5%	3%	3%	8%
During the past 30 days, what brand of cigarettes did you usually smoke? (only those who smoked during past 30 days, n=430)														
No usual brand	12%	10%	15%	12%	19%	22%	15%	13%	10%	8%	11%	20%	13%	13%
Camel	13%	10%	16%	21%	15%	11%	10%	11%	15%	16%	13%	13%	10%	15%
Marlboro	52%	54%	50%	38%	54%	54%	47%	55%	53%	49%	51%	53%	55%	51%
Newport	8%	8%	8%	13%	3%	8%	13%	7%	5%	10%	8%	7%	6%	8%
Some other brand	15%	18%	12%	17%	8%	5%	15%	14%	17%	18%	16%	7%	16%	14%

* "n/a" = not available, "-" = insufficient sample size

PREVALENCE AND USE TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	2004 High School	2004 Middle School	2000	2002
During the past 30 days, on how many days did you smoke cigarettes on school property? (n=3,167)														
0 days	94%	94%	94%	99%	98%	97%	93%	93%	88%	89%	91%	98%	96%	96%
1 or 2 days	2%	2%	2%	0%	1%	1%	2%	2%	5%	3%	3%	1%	2%	2%
3 to 19 days	2%	2%	3%	0%	1%	1%	3%	3%	5%	3%	4%	1%	1%	2%
20 to 29 days	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	1%	0%	0%	0%
All 30 days	1%	1%	1%	0%	0%	0%	1%	2%	1%	5%	2%	0%	0%	1%
When was the last time you smoked a cigarette, even one or two puffs? (only those that have smoked previously, n=934)														
Earlier today	22%	20%	24%	-	6%	13%	12%	25%	31%	27%	25%	9%	n/a	n/a
Between 1-7 days	14%	16%	13%	-	21%	10%	17%	18%	13%	11%	14%	13%	n/a	n/a
Between 8-30 days	6%	8%	5%	-	9%	8%	6%	8%	4%	6%	6%	8%	n/a	n/a
Between 31 days and 6 months	16%	17%	15%	-	19%	18%	17%	17%	13%	16%	16%	19%	n/a	n/a
Between 6 months and 1 year	9%	9%	9%	-	12%	17%	15%	7%	6%	4%	7%	15%	n/a	n/a
1 to 4 years	24%	23%	26%	-	26%	31%	26%	19%	24%	24%	23%	29%	n/a	n/a
5+ years	8%	8%	8%	-	6%	4%	6%	6%	9%	11%	8%	7%	n/a	n/a

* "n/a" = not available, "-" = insufficient sample size

PREVALENCE AND USE TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	2004 High School	2004 Middle School	2000	2002
Have you ever used chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen? (n=3,133)														
Have used chewing tobacco	14%	7%	20%	5%	10%	11%	16%	15%	21%	19%	18%	8%	11%	11%
During the past 30 days, on how many days did you use chewing tobacco, snuff, or dip? (n=3,155)														
0 days	95%	98%	92%	99%	97%	97%	94%	94%	93%	94%	94%	97%	97%	97%
1 or more days	5%	2%	8%	1%	3%	3%	6%	6%	7%	6%	6%	3%	3%	3%
Have you ever tried smoking cigars, cigarillos, or little cigars, even one or two puffs? (n=3,123)														
Ever tried	25%	16%	32%	8%	13%	19%	21%	31%	39%	41%	33%	14%	20%	17%
During the past 30 days, on how many days did you smoke cigars, cigarillos, or little cigars? (n=3,138)														
0 days	91%	95%	88%	99%	96%	93%	92%	89%	86%	84%	88%	96%	95%	97%
1 or more days	9%	5%	12%	1%	4%	7%	8%	11%	14%	16%	12%	4%	5%	3%

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PREVALENCE AND USE TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							CURRENT AND NOT CURRENT SMOKER		2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	Not Current smoker	Current smoker	2004 High School	2004 Middle School	2000	2002
Do you think that you will try a cigarette soon? (among those who haven't already tried a cigarette, n=2,359)																
Think they will try a cigarette soon	9%	8%	10%	5%	7%	8%	14%	8%	12%	11%	n/a	n/a	11%	6%	8%	6%
Do you think you will smoke a cigarette at anytime during the next year? (n=3,186)																
Definitely Yes	11%	11%	11%	1%	4%	7%	10%	15%	20%	19%	1%	61%	16%	4%	10%	7%
Probably Yes	9%	11%	8%	2%	7%	10%	11%	12%	13%	11%	6%	27%	12%	7%	8%	6%
Probably Not	16%	15%	17%	11%	12%	20%	19%	16%	17%	17%	18%	6%	17%	14%	20%	16%
Definitely Not	64%	63%	64%	85%	77%	63%	60%	57%	51%	53%	75%	5%	55%	75%	62%	72%
Do you think you will be smoking cigarettes 5 years from now? (n=3,159)																
Definitely Yes	2%	2%	3%	1%	3%	3%	4%	2%	3%	1%	1%	10%	2%	2%	5%	3%
Probably Yes	10%	10%	9%	3%	8%	7%	11%	12%	14%	13%	3%	46%	12%	6%	9%	7%
Probably Not	24%	24%	23%	19%	21%	25%	25%	23%	27%	26%	21%	34%	25%	22%	27%	23%
Definitely Not	64%	64%	65%	77%	69%	65%	61%	63%	56%	60%	75%	10%	60%	70%	60%	66%

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ACCESS TO TOBACCO TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	2004 High School	2004 Middle School	2000	2002
During the past 30 days, how did you usually get your own cigarettes? (only those who smoked during past 30 days, age < 18, n=387)														
Store	6%	2%	11%	0%	3%	5%	6%	5%	8%	7%	6%	4%	n/a	n/a
Vending machine	2%	0%	4%	0%	7%	3%	0%	1%	1%	7%	2%	4%	n/a	n/a
Gave someone money	42%	47%	37%	12%	32%	36%	37%	41%	50%	50%	42%	32%	n/a	n/a
Borrowed	27%	30%	24%	45%	36%	38%	30%	25%	19%	26%	27%	38%	n/a	n/a
18+ year old gave them to me	11%	15%	8%	8%	2%	11%	14%	18%	10%	3%	11%	8%	n/a	n/a
Stole them	10%	6%	13%	35%	17%	7%	14%	9%	8%	2%	10%	13%	n/a	n/a
Bought over internet	2%	1%	3%	0%	3%	0%	0%	1%	3%	4%	2%	1%	n/a	n/a

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ACCESS TO TOBACCO TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	2004 High School	2004 Middle School	2000	2002
During the past 30 days, where did you buy the last pack of cigarettes you bought? (only those who bought cigarettes, under age 18, n=285)														
Gas station	27%	30%	25%	3%	8%	20%	12%	33%	36%	37%	30%	14%	14%	17%
Convenience store	23%	24%	20%	3%	11%	15%	22%	25%	26%	26%	25%	13%	10%	16%
Grocery store	5%	6%	4%	0%	4%	1%	12%	4%	4%	4%	6%	2%	5%	5%
Drugstore	5%	5%	5%	0%	0%	3%	5%	6%	5%	8%	6%	1%	4%	3%
Vending machine	4%	3%	5%	19%	4%	6%	3%	2%	1%	10%	3%	6%	4%	4%
Internet	2%	2%	3%	0%	0%	4%	0%	0%	4%	7%	2%	2%	2%	3%
Other	34%	30%	39%	75%	74%	52%	47%	30%	24%	9%	28%	62%	61%	53%
When you bought or tried to buy cigarettes in a store during the past 30 days, were you ever asked to show proof of age? (only those who tried to buy cigarettes, under age 18, n=104)														
Asked to show proof	32%	14%	40%	34%	37%	18%	19%	23%	43%	45%	34%	24%	28%	22%
During the past 30 days, did anyone ever refuse to sell you cigarettes because of your age? (only those who tried to buy cigarettes, under age 18, n=126)														
Refused to sell	30%	19%	35%	28%	42%	26%	35%	23%	33%	28%	29%	31%	28%	27%

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ACCESS TO TOBACCO TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	2004 High School	2004 Middle School	2000	2002
During the past 30 days, how did you usually get your own chewing tobacco, snuff, or dip? (those that used chewing tobacco in past 30 days, age less than 18, n=149)														
Store	24%	24%	24%	15%	24%	24%	27%	21%	18%	43%	24%	23%	11%	28%
Gave someone money	19%	9%	22%	0%	16%	19%	16%	15%	32%	8%	20%	15%	12%	17%
Borrowed	28%	22%	30%	0%	32%	30%	33%	33%	28%	0%	29%	27%	27%	19%
18+ year old gave them to me	11%	17%	8%	29%	16%	5%	12%	24%	3%	0%	11%	13%	15%	11%
Stole them	4%	6%	3%	16%	0%	19%	0%	1%	0%	20%	2%	11%	8%	7%
Some other way	14%	22%	12%	40%	12%	2%	13%	7%	20%	30%	15%	11%	27%	18%

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TOBACCO CESSATION TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	2004 High School	2004 Middle School	2000	2002
Do you want to stop smoking cigarettes? (only those who smoked during past 30 days, n=382)														
Want to stop	56%	54%	58%	-	49%	48%	62%	53%	51%	63%	57%	50%	47%	51%
Have any of your friends or classmates urged you to quit smoking cigarettes? (only those who smoked during past 30 days, n=402)														
Urged to stop	49%	53%	46%	-	29%	51%	53%	48%	54%	51%	51%	42%	n/a	n/a
During the past 12 months, did you ever try to quit smoking cigarettes? (only those who smoked during past 12 months, n=513)														
Tried to quit	58%	56%	59%	-	58%	57%	69%	51%	55%	56%	57%	60%	56%	58%
How many times during the past 12 months have you stopped smoking for one day or longer because you were trying to quit smoking? (only those who smoked during past 12 months, n=528)														
0 times	38%	39%	37%	24%	29%	41%	26%	44%	41%	41%	39%	34%	46%	40%
1 time	18%	17%	19%	13%	17%	20%	26%	12%	21%	13%	17%	18%	31%	18%
2 times	13%	11%	14%	7%	22%	5%	13%	16%	16%	6%	13%	11%	10%	11%
3-5 times	14%	15%	13%	23%	9%	16%	12%	19%	6%	19%	14%	15%	8%	11%
6-9 times	4%	5%	3%	0%	5%	4%	8%	1%	6%	5%	5%	4%	1%	3%
10+ times	13%	13%	14%	33%	18%	14%	15%	8%	10%	16%	12%	18%	4%	17%

* "n/a" = not available, "-" = insufficient sample size

TOBACCO CESSATION TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	2004 High School	2004 Middle School	2000	2002
When you last tried to quit, how long did you stay off cigarettes? (only those who have smoked in past, n=699)														
not tried to quit	32%	38%	28%	-	24%	28%	25%	39%	34%	36%	34%	25%	36%	33%
> 1 day	8%	8%	7%	-	12%	12%	10%	5%	6%	7%	7%	10%	5%	7%
1 – 7 days	19%	18%	19%	-	17%	13%	19%	18%	21%	19%	20%	15%	7%	9%
more than 7, >30 days	10%	11%	9%	-	12%	13%	15%	7%	8%	10%	9%	12%	8%	7%
30 days+, > 6 months	10%	8%	11%	-	8%	9%	9%	15%	13%	4%	10%	9%	11%	10%
6+ months	22%	18%	25%	-	28%	26%	23%	16%	17%	25%	20%	28%	32%	34%
Have you used an over the counter nicotine product like the Nicotine patch or Nicotine gum to help you quit smoking? (among smokers who attempted to quit, n=368)														
Used OTC nicotine product	10%	6%	13%	-	2%	11%	5%	13%	12%	13%	11%	8%	n/a	n/a
Do you think you would be able to quit smoking cigarettes now if you wanted to? ((only those who smoked during past 30 days, n=496)														
Could quit now	70%	70%	71%	-	67%	76%	67%	70%	67%	74%	70%	71%	63%	62%
Have you ever participated in a program to help you quit using tobacco? (students who have ever smoked, n=757)														
Participated in program	16%	17%	16%	-	14%	20%	17%	15%	18%	15%	16%	17%	11%	12%

* "n/a" = not available, "-" = insufficient sample size

EXPOSURE TO TOBACCO USE TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							CURRENT AND NOT CURRENT SMOKER		2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	Not Current smoker	Current smoker	2004 High School	2004 Middle School	2000	2002
Which statement best describes the rules about smoking inside your home? (n=3,072)																
not allowed in house	65%	68%	62%	69%	63%	62%	64%	62%	68%	65%	68%	46%	65%	65%	n/a	n/a
allowed some places sometimes	13%	11%	15%	15%	14%	14%	14%	16%	10%	9%	12%	21%	12%	15%	n/a	n/a
allowed anywhere	7%	7%	7%	4%	7%	6%	8%	7%	10%	7%	5%	17%	8%	6%	n/a	n/a
no rules	15%	14%	16%	12%	16%	18%	14%	15%	13%	18%	15%	16%	15%	15%	n/a	n/a
During the past 7 days, on how many days were you in the same room with someone who was smoking cigarettes? (n=3,076)																
0 days	53%	53%	53%	66%	55%	54%	51%	50%	47%	48%	60%	16%	49%	58%	42%	49%
1-2 days	17%	17%	17%	14%	17%	19%	18%	18%	19%	17%	17%	17%	18%	16%	22%	18%
3-6 days	13%	12%	14%	10%	11%	13%	14%	13%	16%	15%	11%	27%	14%	12%	13%	12%
7 days	17%	18%	15%	11%	17%	15%	17%	19%	18%	21%	12%	40%	18%	14%	23%	21%

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EXPOSURE TO TOBACCO USE TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							CURRENT AND NOT CURRENT SMOKER		2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	Not Current smoker	Current smoker	2004 High School	2004 Middle School	2000	2002
During the past 7 days, on how many days did you ride in a car with someone who was smoking cigarettes? (n=3,057)																
0 days	59%	59%	59%	69%	64%	60%	57%	54%	55%	54%	67%	17%	55%	64%	55%	58%
1-2 days	17%	16%	19%	14%	16%	18%	18%	20%	17%	19%	16%	23%	18%	16%	17%	16%
3-6 days	13%	14%	12%	9%	12%	11%	13%	16%	16%	14%	10%	27%	15%	11%	15%	14%
7 days	11%	11%	10%	7%	9%	10%	12%	10%	13%	13%	6%	34%	12%	9%	13%	13%
Does anyone who lives with you now smoke cigarettes? (n=3,022)																
Lives with smoker	40%	41%	38%	37%	41%	40%	39%	42%	39%	39%	36%	59%	40%	39%	45%	44%
Does anyone who lives with you now use chewing tobacco, snuff, or dip? (n=2,985)																
Lives with someone who chews tobacco	11%	10%	11%	9%	11%	11%	9%	14%	12%	9%	9%	17%	11%	10%	10%	10%

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EXPOSURE TO TOBACCO USE TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							CURRENT AND NOT CURRENT SMOKER		2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	Not Current smoker	Current smoker	2004 High School	2004 Middle School	2000	2002
How many of your four closest friends smoke cigarettes? (n=3,082)																
none	60%	60%	61%	86%	74%	67%	54%	50%	51%	42%	70%	10%	49%	76%	61%	67%
one	13%	13%	13%	5%	7%	10%	16%	16%	15%	23%	12%	15%	17%	7%	13%	11%
two or more	20%	22%	19%	5%	11%	14%	23%	27%	31%	30%	12%	67%	28%	10%	17%	14%
not sure	6%	5%	7%	4%	7%	9%	6%	7%	3%	6%	6%	8%	6%	7%	9%	8%
How many of your four closest friends use chewing tobacco, snuff, or dip? (n=3,085)																
none	78%	82%	74%	92%	84%	80%	73%	72%	72%	72%	83%	51%	72%	85%	80%	84%
one	9%	7%	10%	2%	5%	8%	10%	14%	12%	9%	7%	17%	11%	5%	5%	4%
two or more	8%	5%	10%	2%	5%	6%	9%	9%	12%	14%	5%	24%	11%	4%	5%	4%
not sure	6%	6%	6%	4%	6%	7%	8%	5%	4%	5%	5%	8%	6%	6%	9%	8%

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ATTITUDES AND BELIEFS ABOUT SMOKING TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							CURRENT AND NOT CURRENT SMOKER		2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	Not Current smoker	Current smoker	2004 High School	2004 Middle School	2000	2002
If one of your best friends offered you a cigarette, would you smoke it? (n=3,156)																
Definitely Yes	10%	10%	10%	1%	4%	7%	9%	13%	17%	19%	2%	53%	14%	4%	8%	6%
Probably Yes	9%	10%	8%	3%	7%	8%	12%	13%	12%	9%	5%	31%	12%	6%	9%	7%
Probably Not	16%	15%	17%	11%	13%	19%	14%	19%	20%	16%	17%	12%	17%	14%	20%	17%
Definitely Not	65%	65%	65%	85%	76%	66%	64%	56%	52%	57%	77%	4%	57%	76%	63%	70%
Do you think people can get addicted to using tobacco just like they can get addicted to using cocaine or heroin? (n=3,158)																
Definitely Yes	72%	73%	71%	67%	69%	75%	72%	75%	74%	71%	73%	65%	73%	70%	73%	68%
Probably Yes	20%	21%	20%	26%	26%	18%	19%	18%	18%	17%	20%	21%	18%	23%	19%	22%
Probably Not	3%	2%	4%	2%	2%	3%	2%	3%	3%	7%	3%	6%	4%	2%	4%	3%
Definitely Not	5%	4%	6%	5%	3%	4%	6%	4%	5%	6%	4%	9%	5%	4%	5%	7%

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ATTITUDES AND BELIEFS ABOUT SMOKING TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							CURRENT AND NOT CURRENT SMOKER		2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	Not Current smoker	Current smoker	2004 High School	2004 Middle School	2000	2002
Do you think young people who smoke cigarettes have more friends? (n=3,133)																
Definitely Yes	3%	2%	4%	2%	2%	4%	3%	3%	4%	1%	2%	7%	3%	3%	5%	4%
Probably Yes	10%	9%	10%	6%	9%	9%	12%	12%	11%	9%	7%	22%	11%	8%	12%	11%
Probably Not	49%	47%	50%	49%	47%	52%	49%	48%	49%	45%	48%	51%	48%	49%	44%	42%
Definitely Not	39%	42%	37%	43%	42%	36%	36%	37%	36%	45%	43%	20%	38%	40%	39%	43%
Do you think smoking cigarettes makes young people look cool or fit in? (n=3,159)																
Definitely Yes	3%	1%	4%	2%	2%	3%	3%	1%	4%	3%	2%	6%	3%	2%	5%	5%
Probably Yes	6%	5%	7%	5%	6%	6%	5%	7%	7%	5%	4%	13%	6%	6%	8%	6%
Probably Not	17%	15%	20%	11%	12%	18%	18%	24%	21%	17%	13%	39%	20%	14%	18%	14%
Definitely Not	74%	78%	70%	82%	80%	73%	73%	67%	68%	74%	81%	41%	71%	78%	69%	75%

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ATTITUDES AND BELIEFS ABOUT SMOKING TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							CURRENT AND NOT CURRENT SMOKER		2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	Not Current smoker	Current smoker	2004 High School	2004 Middle School	2000	2002
Do you believe cigarette smoking helps people relax? (n=3,151)																
Definitely Yes	13%	12%	15%	3%	7%	13%	13%	15%	23%	20%	7%	50%	18%	8%	n/a	n/a
Probably Yes	29%	28%	30%	19%	26%	24%	30%	35%	33%	34%	28%	33%	33%	23%	n/a	n/a
Probably Not	22%	23%	21%	25%	25%	24%	20%	21%	18%	21%	24%	9%	20%	25%	n/a	n/a
Definitely Not	36%	37%	34%	52%	42%	40%	36%	29%	26%	25%	41%	8%	29%	45%	n/a	n/a
Do you think young people risk harming themselves if they smoke from 1 - 5 cigarettes per day? (n=3,146)																
Definitely Yes	71%	74%	69%	73%	72%	71%	71%	72%	73%	67%	75%	52%	71%	72%	67%	67%
Probably Yes	21%	20%	21%	19%	19%	19%	19%	22%	21%	26%	18%	36%	22%	19%	20%	18%
Probably Not	4%	3%	5%	3%	4%	4%	5%	3%	4%	3%	3%	8%	4%	4%	4%	5%
Definitely Not	4%	3%	5%	4%	4%	6%	5%	4%	2%	4%	4%	4%	4%	5%	9%	10%
Do you believe that light (low-tar) cigarettes are less risky than regular (full-flavor) cigarettes? (n=3,127)																
Do <u>NOT</u> believe less risky	80%	84%	76%	74%	78%	81%	81%	80%	84%	83%	81%	74%	82%	78%	n/a	n/a

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ATTITUDES AND BELIEFS ABOUT SMOKING TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							CURRENT AND NOT CURRENT SMOKER		2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	Not Current smoker	Current smoker	2004 High School	2004 Middle School	2000	2002
Did you know that cigarettes contain arsenic, benzene, ammonia, radioactive polonium, cyanide, and other chemicals? (n=2,674)																
Knew contained chemicals	71%	72%	70%	47%	61%	71%	76%	79%	77%	84%	70%	80%	79%	60%	n/a	n/a
Do you think tobacco companies have tried to mislead young people to buy their products? (n=3,133)																
Definitely Yes	63%	64%	63%	58%	64%	65%	70%	65%	61%	60%	65%	54%	64%	62%	n/a	n/a
Probably Yes	21%	22%	21%	24%	21%	19%	19%	22%	23%	23%	21%	27%	21%	21%	n/a	n/a
Probably Not	8%	6%	10%	10%	8%	9%	5%	8%	9%	9%	7%	16%	8%	9%	n/a	n/a
Definitely Not	7%	7%	6%	8%	7%	7%	7%	5%	7%	7%	7%	3%	7%	7%	n/a	n/a
Do young people risk harming themselves if they use smokeless tobacco? (n=3,090)																
Yes, risk harming themselves	90%	90%	90%	90%	92%	87%	88%	92%	92%	88%	91%	82%	90%	89%	n/a	n/a
Do you think it is safe to smoke for only a year or two, as long as you quit after that? (n=3,142)																
Definitely Yes	5%	3%	6%	3%	5%	4%	6%	3%	5%	7%	3%	10%	5%	4%	5%	6%
Probably Yes	8%	6%	10%	6%	6%	8%	8%	9%	9%	11%	7%	17%	9%	7%	9%	6%
Probably Not	30%	29%	30%	25%	27%	27%	27%	34%	37%	32%	27%	48%	32%	26%	26%	24%
Definitely Not	57%	62%	53%	66%	63%	61%	59%	55%	49%	50%	63%	26%	53%	63%	60%	65%

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ATTITUDES AND BELIEFS ABOUT SMOKING TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							CURRENT AND NOT CURRENT SMOKER		2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	Not Current smoker	Current smoker	2004 High School	2004 Middle School	2000	2002
Out of 100 Vermont high school students, how many do you think smoke cigarettes? (n=3,155)																
<=25%	38%	34%	42%	41%	40%	39%	36%	39%	37%	34%	41%	21%	36%	40%	17%	27%
26%-40%	23%	24%	23%	23%	21%	23%	25%	21%	23%	27%	24%	20%	24%	22%	20%	20%
41%-55%	16%	16%	16%	14%	17%	15%	14%	16%	18%	19%	15%	20%	16%	15%	16%	17%
56% +	23%	26%	20%	23%	22%	22%	25%	24%	22%	20%	20%	39%	23%	22%	46%	36%
If yes, please choose the correct response: out of 10 Vermont teens, how many choose not to smoke cigarettes? (n=3,831)																
2	9%	7%	10%	8%	8%	8%	8%	10%	7%	12%	8%	12%	9%	8%	n/a	n/a
4	12%	11%	13%	11%	12%	12%	15%	10%	11%	11%	11%	15%	12%	12%	n/a	n/a
6	11%	11%	11%	11%	11%	10%	10%	9%	11%	12%	10%	11%	10%	11%	n/a	n/a
8	65%	68%	63%	59%	64%	67%	65%	70%	70%	62%	67%	59%	67%	63%	n/a	n/a
10	4%	4%	3%	10%	5%	3%	2%	1%	2%	3%	4%	3%	2%	6%	n/a	n/a

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ATTITUDES AND BELIEFS ABOUT SMOKING TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							CURRENT AND NOT CURRENT SMOKER		2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	Not Current smoker	Current smoker	2004 High School	2004 Middle School	2000	2002
Do you think the smoke from other peoples' cigarettes is harmful to you? (n=3,075)																
Definitely Yes	79%	80%	77%	77%	80%	78%	78%	78%	79%	80%	82%	62%	79%	78%	71%	72%
Probably Yes	16%	16%	17%	17%	16%	16%	15%	19%	16%	15%	14%	29%	16%	16%	19%	18%
Probably Not	2%	1%	3%	2%	2%	2%	2%	1%	3%	2%	2%	4%	2%	2%	4%	4%
Definitely Not	3%	3%	3%	3%	2%	4%	4%	2%	2%	3%	3%	6%	3%	3%	5%	6%

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FAMILY AND COMMUNITY MESSAGES ABOUT TOBACCO TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							CURRENT AND NOT CURRENT SMOKER		2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	Not Current smoker	Current smoker	2004 High School	2004 Middle School	2000	2002
During this school year, were you taught in any of your classes about the dangers of tobacco use? (n=2,667)																
Taught about dangers	47%	47%	47%	59%	66%	64%	46%	42%	26%	27%	49%	38%	36%	63%	n/a	72%
During this school year, did you practice ways to say NO to tobacco in any of your classes (for example by role-playing)? (n=2,666)																
Practiced saying NO	26%	26%	26%	38%	46%	41%	25%	13%	12%	8%	28%	18%	15%	41%	44%	47%
During this school year, were you taught in any of your classes that most people your age do not smoke cigarettes? (n=2,376)																
Taught that most students do not smoke	22%	20%	24%	33%	35%	26%	19%	14%	12%	14%	22%	17%	15%	32%	n/a	n/a
Does your school have any special groups or classes for students who want to quit using tobacco? (n=1,642)																
Has special classes	27%	26%	28%	11%	14%	17%	27%	34%	45%	44%	25%	37%	37%	14%	n/a	n/a
As far as you know, do any teachers or other school employees smoke on your school's campus? (n=1,638)																
Believe teachers smoke	25%	24%	27%	13%	21%	23%	26%	29%	32%	34%	23%	40%	30%	19%	n/a	n/a

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FAMILY AND COMMUNITY MESSAGES ABOUT TOBACCO TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							CURRENT AND NOT CURRENT SMOKER		2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	Not Current smoker	Current smoker	2004 High School	2004 Middle School	2000	2002
In the past 12 months, how often have your parents or guardians discussed the dangers of tobacco use with you? (n=3,167)																
Never	37%	34%	40%	26%	32%	34%	35%	39%	41%	50%	37%	33%	41%	31%	n/a	32%
Rarely	23%	24%	22%	21%	23%	24%	21%	22%	29%	21%	23%	23%	23%	23%	n/a	19%
Sometimes	24%	25%	23%	31%	26%	27%	26%	24%	19%	16%	25%	23%	21%	28%	n/a	25%
Often	10%	11%	9%	13%	11%	10%	11%	10%	8%	9%	10%	14%	10%	11%	n/a	15%
Very Often	6%	6%	6%	10%	7%	5%	7%	5%	3%	3%	5%	7%	4%	7%	n/a	9%
During the past 12 months, have you participated in any community activities to discourage people your age from using cigarettes, chewing tobacco, snuff, dip, or cigars? (n=2,237)																
Participated in event	13%	15%	12%	14%	17%	17%	8%	14%	12%	11%	14%	9%	11%	16%	15%	14%
In the past 12 months, has a doctor or someone in a doctor's office talked to you about the danger of tobacco use? (visited a doctor in past 12 months, n=2,636)																
MD spoke about dangers	30%	31%	30%	25%	25%	23%	30%	32%	42%	35%	29%	36%	35%	25%	n/a	n/a
In the past 12 months, has a dentist or someone in a dentist's office talked to you about the danger of tobacco use? (visited a dentist in past 12 months, n=2,727)																
Dentist spoke about dangers	17%	16%	19%	18%	17%	15%	16%	14%	21%	20%	15%	29%	18%	17%	n/a	n/a

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MEDIA MESSAGES ABOUT TOBACCO TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							CURRENT AND NOT CURRENT SMOKER		2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	Not Current smoker	Current smoker	2004 High School	2004 Middle School	2000	2002
Have you seen any television ads showing real Vermont teens talking about reasons they don't smoke cigarettes? (n=2,854)																
Seen ads	75%	78%	72%	78%	78%	75%	74%	74%	74%	74%	76%	70%	74%	77%	n/a	n/a
Have you heard any radio ads with real Vermont teens talking about reasons they don't smoke cigarettes? (n=2,689)																
Heard ads	62%	69%	56%	54%	60%	61%	64%	61%	66%	69%	62%	62%	65%	58%	n/a	n/a
Have you seen any television ads or heard any radio ads that talked about how many teens in Vermont choose NOT to smoke? (n=2,697)																
Seen or heard ads	70%	74%	67%	69%	70%	69%	68%	70%	73%	72%	71%	66%	71%	69%	n/a	n/a
Have you seen any television or movie ads talking about how Hollywood helps tobacco companies sell cigarettes? (n=2,386)																
Seen TV/ movie ads	42%	40%	43%	24%	37%	39%	48%	48%	48%	47%	42%	42%	48%	33%	n/a	n/a

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MEDIA MESSAGES ABOUT TOBACCO TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							CURRENT AND NOT CURRENT SMOKER		2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	Not Current smoker	Current smoker	2004 High School	2004 Middle School	2000	2002
Do you think Hollywood should change how much smoking is shown in movies? (n=3,116)																
Yes, show less	41%	47%	36%	61%	51%	44%	38%	34%	29%	33%	46%	18%	34%	52%	n/a	n/a
Yes, show more	3%	2%	3%	2%	1%	4%	2%	2%	4%	3%	2%	7%	3%	2%	n/a	n/a
No, keep same	16%	13%	19%	8%	12%	15%	16%	19%	22%	19%	13%	30%	19%	11%	n/a	n/a
No opinion	40%	38%	42%	30%	36%	37%	44%	45%	45%	44%	40%	45%	44%	34%	n/a	n/a
During the past 30 days, have you seen or heard commercials on TV, the Internet, or on the radio about the dangers of cigarette smoking? (n=3,119)																
not last 30 days	23%	20%	26%	28%	25%	26%	24%	18%	20%	21%	23%	22%	21%	26%	n/a	n/a
1-3 in last 30	23%	26%	20%	21%	21%	21%	22%	21%	25%	27%	22%	24%	24%	21%	n/a	n/a
1-3 per week	21%	20%	22%	17%	15%	19%	17%	27%	28%	24%	21%	21%	24%	17%	n/a	n/a
daily	22%	23%	21%	19%	23%	24%	25%	25%	20%	20%	23%	23%	23%	22%	n/a	n/a
> 1 a day	11%	11%	11%	15%	15%	11%	12%	8%	6%	8%	11%	9%	9%	14%	n/a	n/a

* "n/a" = not available, "-" = insufficient sample size

MEDIA MESSAGES ABOUT TOBACCO TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							CURRENT AND NOT CURRENT SMOKER		2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	Not Current smoker	Current smoker	2004 High School	2004 Middle School	2000	2002
During the past 30 days, how many commercials have you seen on TV about NOT smoking cigarettes? (those who had watched TV, n=3,091)																
A lot	35%	36%	34%	36%	35%	37%	38%	32%	34%	31%	35%	33%	34%	36%	n/a	n/a
A few	54%	55%	53%	53%	55%	53%	50%	58%	53%	55%	54%	51%	54%	54%	n/a	n/a
None	11%	9%	13%	11%	10%	10%	12%	9%	13%	13%	10%	16%	12%	10%	n/a	n/a
During the past 30 days, have you seen or heard commercials {or “messages”} on TV, the Internet, or on the radio that criticize the tobacco companies? (n=3,097)																
not last 30 days	38%	40%	37%	52%	46%	39%	38%	31%	32%	29%	39%	36%	33%	45%	n/a	n/a
1-3 in last 30	26%	25%	26%	20%	26%	25%	24%	27%	31%	28%	26%	24%	27%	24%	n/a	n/a
1-3 last week	19%	20%	18%	15%	16%	18%	17%	24%	20%	26%	19%	23%	22%	16%	n/a	n/a
daily	17%	15%	19%	13%	13%	18%	21%	18%	17%	17%	17%	17%	18%	15%	n/a	n/a

* “n/a” = not available, “-” = insufficient sample size

MEDIA MESSAGES ABOUT TOBACCO TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							CURRENT AND NOT CURRENT SMOKER		2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	Not Current smoker	Current smoker	2004 High School	2004 Middle School	2000	2002
During the past 30 days, how often have you seen "truth" anti-tobacco ads on TV? (n=3,103)																
all of the time	26%	25%	27%	20%	20%	29%	28%	28%	25%	29%	26%	27%	23%	28%	n/a	n/a
most of time	19%	19%	18%	17%	17%	18%	19%	21%	19%	20%	18%	21%	17%	20%	n/a	n/a
some of time	31%	32%	31%	32%	31%	29%	30%	32%	35%	30%	32%	28%	30%	32%	n/a	n/a
hardly ever	12%	13%	10%	12%	15%	12%	12%	12%	10%	11%	12%	12%	13%	11%	n/a	n/a
never	12%	11%	13%	19%	18%	12%	11%	7%	11%	10%	12%	12%	16%	9%	n/a	n/a
When you watch TV or go to movies, how often do you see actors using tobacco? (those who watched TV and/or movies, n=2,961)																
most of time	25%	24%	26%	24%	26%	28%	26%	23%	22%	24%	23%	36%	24%	26%	32%	32%
some of time	57%	57%	58%	53%	52%	55%	57%	62%	62%	59%	58%	51%	60%	53%	52%	48%
hardly ever	15%	16%	14%	17%	17%	14%	14%	14%	14%	14%	16%	9%	14%	16%	13%	16%
never	3%	3%	3%	6%	4%	2%	4%	1%	1%	3%	3%	4%	2%	4%	4%	4%

* "n/a" = not available, "-" = insufficient sample size

MEDIA MESSAGES ABOUT TOBACCO TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							CURRENT AND NOT CURRENT SMOKER		2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	Not Current smoker	Current smoker	2004 High School	2004 Middle School	2000	2002
When you watch TV or go to movies and have seen actors using tobacco, what is the message that you see portrayed most often? (those who watched TV and/or movies, n=3,027)																
harmful to health	28%	26%	29%	44%	42%	29%	23%	19%	17%	18%	29%	19%	19%	38%	n/a	n/a
makes you an outsider	8%	6%	9%	8%	8%	8%	6%	9%	9%	4%	7%	10%	7%	8%	n/a	n/a
something most people do	27%	30%	24%	16%	15%	24%	32%	30%	33%	40%	25%	39%	33%	19%	n/a	n/a
look cool	24%	23%	26%	26%	25%	27%	25%	24%	23%	18%	26%	17%	23%	26%	n/a	n/a
makes you a rebel	13%	15%	12%	5%	10%	12%	14%	17%	18%	20%	13%	14%	17%	9%	n/a	n/a

* "n/a" = not available, "-" = insufficient sample size

MEDIA MESSAGES ABOUT TOBACCO TABLES*

PREVALENCE OF CIGARETTE USE		GENDER		GRADE							CURRENT AND NOT CURRENT SMOKER		2004 MIDDLE AND HIGH SCHOOL		2000 AND 2002 MIDDLE SCHOOL	
	Total	Female	Male	6 th	7 th	8 th	9 th	10 th	11 th	12 th	Not Current smoker	Current smoker	2004 High School	2004 Middle School	2000	2002
When you watch TV, how often do you see athletes using tobacco? (those who watch TV, 3,077)																
most of time	5%	4%	7%	4%	6%	6%	5%	6%	5%	4%	4%	9%	5%	6%	6%	5%
some of time	14%	14%	15%	13%	13%	16%	19%	17%	12%	10%	14%	17%	15%	14%	15%	13%
hardly ever	42%	44%	39%	39%	38%	42%	39%	41%	47%	50%	42%	40%	44%	39%	44%	41%
never	38%	38%	39%	44%	44%	36%	36%	36%	37%	36%	39%	34%	37%	41%	36%	41%
When you are using the Internet, how often do you see ads for tobacco products? (those who used the internet, n=2,670)																
most of time	8%	7%	8%	8%	9%	7%	11%	9%	3%	5%	7%	12%	8%	8%	11%	10%
some of time	22%	22%	22%	18%	25%	24%	24%	23%	19%	18%	20%	29%	21%	22%	21%	21%
hardly ever	39%	40%	37%	37%	34%	40%	35%	37%	45%	43%	40%	33%	40%	37%	37%	36%
never	32%	31%	33%	37%	32%	29%	29%	31%	33%	34%	33%	27%	31%	32%	31%	33%

* "n/a" = not available, "-" = insufficient sample size

APPENDIX B

2004 VERMONT YOUTH TOBACCO SURVEY QUESTIONNAIRE

2004 YOUTH TOBACCO SURVEY QUESTIONNAIRE

THE FIRST QUESTIONS ASK FOR SOME BACKGROUND INFORMATION ABOUT YOURSELF.

1. **How old are you?**
 - a. 12 years old or younger
 - b. 13 years old
 - c. 14 years old
 - d. 15 years old
 - e. 16 years old
 - f. 17 years old
 - g. 18 years old
 - h. 19 years old or older
2. **What is your sex?**
 - a. Female
 - b. Male
3. **What grade are you in?**
 - a. 6th
 - b. 7th
 - c. 8th
 - d. 9th
 - e. 10th
 - f. 11th
 - g. 12th
 - h. Ungraded or other grade
4. **How do you describe yourself? (CHOOSE ONE ANSWER, or MORE THAN ONE)**
 - a. American Indian or Alaskan Native
 - b. Asian
 - c. Black or African American
 - d. Hispanic or Latino
 - e. Native Hawaiian or Other Pacific Islander
 - f. White

5. **Which one of these groups BEST describes you? (CHOOSE ONLY ONE ANSWER)**

- a. American Indian or Alaska Native
- b. Asian
- c. Black or African American
- d. Hispanic or Latino
- e. Native Hawaiian or Other Pacific Islander
- f. White

THE NEXT GROUP OF QUESTIONS ASK ABOUT TOBACCO USE.

Cigarette Smoking

6. **Have you ever tried cigarette smoking, even one or two puffs?**
 - a. Yes
 - b. No
7. **How old were you when you smoked a whole cigarette for the first time?**
 - a. I have never smoked a whole cigarette
 - b. 8 years old or younger
 - c. 9 or 10 years old
 - d. 11 or 12 years old
 - e. 13 or 14 years old
 - f. 15 or 16 years old
 - g. 17 years old or older
8. **About how many cigarettes have you smoked in your entire life?**
 - a. None
 - b. 1 or more puffs but never a whole cigarette
 - c. 1 cigarette
 - d. 2 to 5 cigarettes
 - e. 6 to 15 cigarettes (about 1/2 a pack total)
 - f. 16 to 25 cigarettes (about 1 pack total)
 - g. 26 to 99 cigarettes (more than 1 pack, but less than 5 packs)
 - h. 100 or more cigarettes (5 or more packs)

2004 YOUTH TOBACCO SURVEY QUESTIONNAIRE

9. Have you ever smoked cigarettes daily, that is, at least one cigarette every day for 30 days?

- a. Yes
- b. No

10. During the past 30 days, on how many days did you smoke cigarettes?

- a. 0 days
- b. 1 or 2 days
- c. 3 to 5 days
- d. 6 to 9 days
- e. 10 to 19 days
- f. 20 to 29 days
- g. All 30 days

11. During the past 30 days, on the days you smoked, how many cigarettes did you smoke per day?

- a. I did not smoke cigarettes during the past 30 days
- b. Less than 1 cigarette per day
- c. 1 cigarette per day
- d. 2 to 5 cigarettes per day
- e. 6 to 10 cigarettes per day
- f. 11 to 20 cigarettes per day
- g. More than 20 cigarettes per day

12. During the past 30 days, what brand of cigarettes did you usually smoke?

(CHOOSE ONLY ONE ANSWER)

- a. I did not smoke cigarettes during the past 30 days
- b. I do not have a usual brand
- c. Camel
- d. Marlboro
- e. Newport
- f. Virginia Slims
- g. GPC, Basic, or Doral
- h. Some other brand

13. During the past 30 days, how did you usually get your own cigarettes? (CHOOSE ONLY ONE ANSWER)

- a. I did not smoke cigarettes during the past 30 days
- b. I bought them in a store such as a convenience store, supermarket, discount store, or gas station
- c. I bought them from a vending machine
- d. I gave someone else money to buy them for me
- e. I borrowed (or bummed) them from someone else
- f. A person 18 years old or older gave them to me
- g. I took them from a store or family member
- h. I bought them over the Internet
- i. I got them some other way

14. During the past 30 days, where did you buy the last pack of cigarettes you bought?

(CHOOSE ONLY ONE ANSWER)

- a. I did not buy a pack of cigarettes during the past 30 days
- b. A gas station
- c. A convenience store
- d. A grocery store
- e. A drugstore
- f. A vending machine
- g. I bought them over the Internet
- h. Other

15. When you bought or tried to buy cigarettes in a store during the past 30 days, were you ever asked to show proof of age?

- a. I did not try to buy cigarettes in a store during the past 30 days
- b. Yes, I was asked to show proof of age
- c. No, I was not asked to show proof of age

2004 YOUTH TOBACCO SURVEY QUESTIONNAIRE

16. During the past 30 days, did anyone ever refuse to sell you cigarettes because of your age?

- a. I did not try to buy cigarettes in a store during the past 30 days
- b. Yes, someone refused to sell me cigarettes because of my age
- c. No, no one refused to sell me cigarettes because of my age

17. During the past 30 days, on how many days did you smoke cigarettes on school property?

- a. 0 days
- b. 1 or 2 days
- c. 3 to 5 days
- d. 6 to 9 days
- e. 10 to 19 days
- f. 20 to 29 days
- g. All 30 days

18. When was the last time you smoked a cigarette, even one or two puffs?

- a. I have never smoked even one or two puffs
- b. Earlier today
- c. Not today but sometime during the past 7 days
- d. Not during the past 7 days but sometime during the past 30 days
- e. Not during the past 30 days but sometime during the past 6 months
- f. Not during the past 6 months but sometime during the past year
- g. 1 to 4 years ago
- h. 5 or more years ago

19. Do you want to stop smoking cigarettes?

- a. I do not smoke now
- b. Yes
- a. No

20. Have any of your friends or classmates urged you to quit smoking cigarettes?

- a. I do not smoke now
- b. Yes
- c. No

21. During the past 12 months, did you ever try to quit smoking cigarettes?

- a. I did not smoke during the past 12 months
- b. Yes
- c. No

22. How many times during the past 12 months have you stopped smoking for one day or longer because you were trying to quit smoking?

- a. I have not smoked in the past 12 months
- b. I have not tried to quit
- c. 1 time
- d. 2 times
- e. 3 to 5 times
- a. 6 to 9 times
- b. 10 or more times

23. When you last tried to quit, how long did you stay off cigarettes?

- a. I have never smoked cigarettes
- b. I have never tried to quit
- c. Less than a day
- d. 1 to 2 days
- e. 3 to 7 days
- f. More than 7 days but less than 30 days
- g. 30 days or more but less than 6 months
- h. 6 months or more

24. Have you used an over the counter nicotine product like the Nicotine patch or Nicotine gum to help you quit smoking?

- I do not smoke
- I have not tried to quit
- Yes, I did use a nicotine product to help me quit
- No, I did not use a nicotine product to help me quit

Smokeless Tobacco: Chewing Tobacco, Snuff, or Dip

25. Have you ever used chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen?

- a. Yes
- b. No

2004 YOUTH TOBACCO SURVEY QUESTIONNAIRE

26. During the past 30 days, on how many days did you use chewing tobacco, snuff, or dip?

- a. 0 days
- b. 1 or 2 days
- c. 3 to 5 days
- d. 6 to 9 days
- e. 10 to 19 days
- f. 20 to 29 days
- g. All 30 days

**27. During the past 30 days, how did you usually get your own chewing tobacco, snuff, or dip?
(CHOOSE ONLY ONE ANSWER)**

- a. I did not use chewing tobacco, snuff, or dip during the past 30 days
- b. I bought them in a store such as a convenience store, supermarket, discount store, or gas station
- c. I gave someone else money to buy them for me
- d. I borrowed (or bummed) them from someone else
- e. A person 18 years old or older gave them to me
- f. I took them from a store or family member
- g. I got them some other way

Cigars

28. Have you ever tried smoking cigars, cigarillos, or little cigars, even one or two puffs?

- a. Yes
- b. No

29. During the past 30 days, on how many days did you smoke cigars, cigarillos, or little cigars?

- a. 0 days
- b. 1 or 2 days
- c. 3 to 5 days
- d. 6 to 9 days
- e. 10 to 19 days
- f. 20 to 29 days
- g. All 30 days

THE NEXT QUESTIONS ASK ABOUT YOUR THOUGHTS ABOUT TOBACCO.

30. Do you think that you will try a cigarette soon?

- a. I have already tried smoking cigarettes
- b. Yes
- c. No

31. Do you think you will smoke a cigarette at anytime during the next year?

- a. Definitely yes
- b. Probably yes
- c. Probably not
- d. Definitely not

32. Do you think you will be smoking cigarettes 5 years from now?

- a. I definitely will
- b. I probably will
- c. I probably will not
- d. I definitely will not

33. If one of your best friends offered you a cigarette, would you smoke it?

- a. Definitely yes
- b. Probably yes
- c. Probably not
- d. Definitely not

34. In the past 12 months, how often have your parents or guardians discussed the dangers of tobacco use with you?

- a. Never
- b. Rarely
- c. Sometimes
- d. Often
- e. Very often

2004 YOUTH TOBACCO SURVEY QUESTIONNAIRE

35. Do you think people can get addicted to using tobacco just like they can get addicted to using cocaine or heroin?

- a. Definitely yes
- b. Probably yes
- c. Probably not
- d. Definitely not

36. Do you think young people who smoke cigarettes have more friends?

- a. Definitely yes
- b. Probably yes
- c. Probably not
- d. Definitely not

37. Do you think smoking cigarettes makes young people look cool or fit in?

- a. Definitely yes
- b. Probably yes
- c. Probably not
- d. Definitely not

38. Do you believe cigarette smoking helps people relax?

- a. Definitely yes
- b. Probably yes
- c. Probably no
- d. Definitely not

39. Do you think young people risk harming themselves if they smoke from 1 - 5 cigarettes per day?

- a. Definitely yes
- b. Probably yes
- c. Probably not
- Definitely not

40. Do you believe that light (low-tar) cigarettes are less risky than regular (full-flavor) cigarettes?

- a. Yes, they are less risky
- b. No, they pose the same risk
- c. No, they are more risky

41. Did you know that cigarettes contain arsenic, benzene, ammonia, radioactive polonium, cyanide, and other chemicals?

- a. Yes
- b. No
- c. Not sure

42. Do you think tobacco companies have tried to mislead young people to buy their products?

- a. Definitely yes
- b. Probably yes
- c. Probably not
- d. Definitely yes

43. Do young people risk harming themselves if they use smokeless tobacco?

- a. Yes
- b. No

44. Do you think it is safe to smoke for only a year or two, as long as you quit after that?

- a. Definitely yes
- b. Probably yes
- c. Probably not
- d. Definitely not

45. Do you think you would be able to quit smoking cigarettes now if you wanted to?

- a. I do not smoke now
- b. Yes
- c. No

2004 YOUTH TOBACCO SURVEY QUESTIONNAIRE

46. Have you ever participated in a program to help you quit using tobacco?

- a. I have never used tobacco
- b. Yes
- c. No

47. During this school year, were you taught in any of your classes about the dangers of tobacco use?

- a. Yes
- b. No
- c. Not sure

48. During this school year, did you practice ways to say NO to tobacco in any of your classes (for example by role-playing)?

- a. Yes
- b. No
- c. Not sure

49. During this school year, were you taught in any of your classes that most people your age do not smoke cigarettes?

- a. Yes
- b. No
- c. Not sure

50. Does your school have any special groups or classes for students who want to quit using tobacco?

- a. Yes
- b. No
- c. Not sure

51. As far as you know, do any teachers or other school employees smoke on your school's campus?

- a. Yes
- b. No
- c. Not sure

52. In the past 12 months, has a doctor or someone in a doctor's office talked to you about the danger of tobacco use?

- a. I have not visited a doctor's office in the past 12 months
- b. Yes
- c. No

53. In the past 12 months, has a dentist or someone in a dentist's office talked to you about the danger of tobacco use?

- a. I have not visited a dentist's office in the past 12 months
- b. Yes
- c. No

THE NEXT QUESTIONS ASK ABOUT EVENTS YOU MAY HAVE ATTENDED OR WHAT YOU HAVE SEEN ON TV, AT THE MOVIES, OR ON THE INTERNET.

54. During the past 12 months, have you participated in any community activities to discourage people your age from using cigarettes, chewing tobacco, snuff, dip, or cigars?

- a. Yes
- a. No
- b. I did not know about any activities

55. Have you seen any television ads showing real Vermont teens talking about reasons they don't smoke cigarettes?

- a. Yes
- b. No
- c. Not sure

56. Have you heard any radio ads with real Vermont teens talking about reasons they don't smoke cigarettes?

- a. Yes
- b. No
- c. Not sure

2004 YOUTH TOBACCO SURVEY QUESTIONNAIRE

57. Out of 100 Vermont high school students, how many do you think smoke cigarettes?

- a. 10 or less
- b. 11-25
- c. 26-40
- d. 41-55
- e. 56-70
- f. 71-85
- g. 86-100

58. Have you seen any television ads or heard any radio ads that talked about how many teens in Vermont choose NOT to smoke?

- a. Yes
- b. No
- c. Not sure

59. If yes, please choose the correct response: out of 10 Vermont teens, how many choose not to smoke cigarettes.

- a. 2
- b. 4
- c. 6
- d. 8
- e. 10

60. Have you seen any television or movie ads talking about how Hollywood helps tobacco companies sell cigarettes?

- a. Yes
- b. No
- c. Not sure

61. Do you think Hollywood should change how much smoking is shown in movies?

- a. Yes, show less smoking in the movies
- b. Yes, show more smoking in the movies
- c. No, keep it about the same
- d. No opinion

62. During the past 30 days, have you seen or heard commercials on TV, the Internet, or on the radio about the dangers of cigarette smoking?

- a. Not in the past 30 days
- b. 1-3 times in the past 30 days
- c. 1-3 times per week
- d. Daily or almost daily
- e. More than once a day

63. During the past 30 days, how many commercials have you seen on TV about NOT smoking cigarettes?

- a. I don't watch TV
- b. A lot
- c. A few
- d. None

64. During the past 30 days, have you seen or heard commercials {or "messages"} on TV, the Internet, or on the radio that criticize the tobacco companies?

- a. Not in the past 30 days
- b. 1-3 times in the past 30 days
- c. 1-3 times per week
- d. Daily or almost daily

65. During the past 30 days, how often have you seen "truth" anti-tobacco ads on TV?

- a. All the time
- b. Most of the time
- c. Some of the time
- d. Hardly ever
- e. Never

2004 YOUTH TOBACCO SURVEY QUESTIONNAIRE

66. When you watch TV or go to movies, how often do you see actors using tobacco?

- a. I don't watch TV or go to movies
- b. Most of the time
- c. Some of the time
- d. Hardly ever
- e. Never

67. When you watch TV or go to movies and have seen actors using tobacco, what is the message that you see portrayed most often?

- a. I don't watch TV or go to the movies
- b. Tobacco use can be harmful to your health
- c. Tobacco use makes you an "outsider"
- d. Tobacco use is something that most people do
- e. Tobacco use makes you look cool
- f. Tobacco use makes you a rebel

68. When you watch TV, how often do you see athletes using tobacco?

- a. I don't watch TV
- b. Most of the time
- c. Some of the time
- d. Hardly ever
- e. Never

69. When you are using the Internet, how often do you see ads for tobacco products?

- a. I don't use the Internet
- b. Most of the time
- c. Some of the time
- d. Hardly ever
- e. Never

THE NEXT QUESTIONS ASK ABOUT YOUR EXPOSURE TO TOBACCO USE.

70. Which statement best describes the rules about smoking inside your home?

- a. Smoking is not allowed anywhere inside my home
- b. Smoking is allowed in some places or at some times
- c. Smoking is allowed anywhere inside my home
- d. There are no rules about smoking inside my home

71. During the past 7 days, on how many days were you in the same room with someone who was smoking cigarettes?

- a. 0 days
- b. 1 or 2 days
- c. 3 or 4 days
- d. 5 or 6 days
- e. 7 days

72. During the past 7 days, on how many days did you ride in a car with someone who was smoking cigarettes?

- a. 0 days
- b. 1 or 2 days
- c. 3 or 4 days
- d. 5 or 6 days
- e. 7 days

73. Do you think the smoke from other peoples' cigarettes is harmful to you?

- a. Definitely yes
- b. Probably yes
- c. Probably not
- d. Definitely not

2004 YOUTH TOBACCO SURVEY QUESTIONNAIRE

74. Does anyone who lives with you now smoke cigarettes?

- a. Yes
- b. No

75. Does anyone who lives with you now use chewing tobacco, snuff, or dip?

- a. Yes
- b. No

76. How many of your four closest friends smoke cigarettes?

- a. None
- b. One
- c. Two
- d. Three
- e. Four
- f. Not sure

77. How many of your four closest friends use chewing tobacco, snuff, or dip?

- a. None
- b. One
- c. Two
- d. Three
- e. Four
- f. Not sure

YOU ARE FINISHED.
THANK YOU FOR PARTICIPATING